



Oportun Seizes a Multi-language Market Leadership Opportunity with Help from Transifex

Industry:
FinTech

Founded:
2005

Employees:
1001-5000

HQ:
San Carlos, California

Oportun.com

Established in 2005, Oportun is a mission-driven fintech that puts its 2 million members' financial goals within reach. With intelligent borrowing, savings, and budgeting capabilities, Oportun empowers members with the confidence to build a better financial future. Oportun has been certified as a Community Development Financial Institution (CDFI) since 2009. Historically, the majority of Oportun's loan customers live in low-and moderate-income communities, often work multiple jobs, and about half of Oportun borrowers had no FICO score when first coming to Oportun. Over time, the company has helped more than 1.1 million people to begin establishing a credit history for the first time.

The Challenge

With more than 30 percent of Oportun borrowers indicating a preference for service in English, Oportun set out to integrate comprehensive language localization within its mobile app, which was initially available in English only.

The traditional approach to managing localization in financial services is very labor-intensive, involving sequential interactions with translators via spreadsheets and the manual insertion of translations into a customer service platform. This process is not well-suited to the user expectations for mobile app experiences, particularly one such as Oportun's, where a consistent brand voice across languages is critical to the member experience and where strict compliance with financial regulations is also required.



We are developing a novel approach to take on a difficult social issue...

Raul Vazquez, CEO, Oportun

Solution

Management and Monitoring:

The Tx platform and dashboards introduced an efficient, orchestrated foundation for translation with clear visibility into translation status by displaying detailed metrics such as percent proof-read, untranslated content, and localization activity. Thanks to the enhanced controls and streamlined processes, the team was able to closely collaborate, monitor translation progress and easily identify and eliminate any bottlenecks that caused delays.

Automated Workflows:

Transifex equipped Oportun's borrowing and savings app with a powerful set of localization tools and automation capabilities to facilitate smooth translation workflows. Advanced features like MT (Machine Translation) and TM (Translation Memory) reduced manual and repetitive tasks, while the integrated Glossary ensured consistent, precise translations and a uniform brand voice across all content.

Streamlined Integration:

Transifex provided Oportun with a robust set of plug-and-play connectors and API capabilities that ensured seamless integration with Oportun's tech stack. It allowed the fintech to push and pull translated content directly into the application continuously from repositories like GitHub and others. This alignment with Oportun's CI/CD workflows was crucial and allowed for streamlined translation through other digital touch points like Zendesk customer support and knowledgebase environments, marketing material and legal documents.

The Impact

By integrating Transifex's localization solution, Oportun not only improved the mobile experience for Spanish-speaking users but simultaneously made the app even more accessible to potential new users. Oportun's mobile app is now one of the first to be fully bilingual in Spanish and English. Oportun's localization strategy helps open doors to potential new member subscriptions by making the company's financially inclusive services even more available to millions of people. Operationally, automating processes through TM and MT capabilities drastically shortened the time potentially lost to manual translations by up to 25%. Adopting a streamlined and automated localization process reduced the translation workload and allowed for timely release cycles. Designed for swift onboarding and backed by prompt and reliable support, Tx's intuitive platform resulted in a broad internal adoption by the Marketing, CS, and Legal teams. Oportun's mobile app was fully translated within a tight span of 6 months, thanks to Transifex's ability to handle substantial projects without compromising efficiency or quality.

To learn more visit transifex.com



Our app's localization would be a non-starter without Transifex

Justin, Sr. Product Ops Mgr., Oportun

End-to-end Localization Solutions:

Transifex was instrumental in facilitating the successful collaboration between Oportun and the TBO translation agency. Through its highly appraised network of partner translation agencies, Transifex was able to support and ensure faster localization, direct communication, and reliable translation processes. This partnership was made possible thanks to Transifex's commitment to providing seamless translation solutions that allow companies like Oportun to focus on their core business.



Transifex saves us weeks on our release cycles."

Justin, Sr. Product Ops Mgr., Oportun

TBO, a Transifex Partner

Translation Back Office (TBO), is a leading multilingual translation firm. The company specializes in Translation/ Localization and prioritizes sustainable quality assurance and exceptional service. With over 500 linguists globally, TBO facilitates communication between cultures and peoples.

Success Snapshot:

- Faster Releases
- Faster go-to-market
- Seamless Integration
- Competitive Positioning
- Less Translation Workload