lingo24
An Unbabel Company

Accelerating the localization of in-flight entertainment content to over 60 of the world's largest airlines

Anuvu case study: Bespoke automation streamlines workflows for over 35 languages

About Anuvu

Anuvu (formerly Global Eagle) is the leading provider of in-flight entertainment for more than 50% of the world's major airlines. They help improve the passenger experience by providing airline clients with high-quality and current multilingual in-flight entertainment and media.

The challenge

Consistently delivering great quality localized content fast in a competitive market is integral to Anuvu's global business model, helping them retain their reputation as a market leader.

The volume of in-flight content has exploded in recent years and Anuvu has been at the forefront of this transformation. But as the number of airlines, as well as the volume and diversity of content started to scale, delivering it across the number of languages required by their customers became increasingly complex.

The key issue was that each of the 60+ airlines had different requirements for their translation content, depending on the technology they were using and/or the content they'd requested.

There were also myriad translation request formats being used by different airlines with non-standardised instructions for the content for translation. This added layers of complexity when localizing across multiple airlines and content types, in over 35 languages – every month.

The challenge was how to streamline an extremely complicated localization process to enable Anuvu to deliver faster and more efficiently at scale, without compromising the quality.

> "There was a real collaboration, with Lingo24 owning the change process and making it real through a standardised and automated approach.
>
> The automation of file processing was a big shift, especially as it gave us quicker pricing and delivery, as well as better quality."
>
> **Rob Smith**
> Director – Data & Images, Anuvu

Key benefits for Anuvu

Higher quality through automation	New scalable solution	20% reduction in turnaround times

Working together

Lingo24 has been working with Anuvu since 2015, and in 2018 became their lead partner for the localization of all their Graphical User Interface (GUI) text for their airline customers. This includes movie titles and synopses, which are available via their in-flight platform.

The Anuvu and Lingo24 teams worked together to simplify the format of the content for translation and automate how the multiple translation requests were processed in a way that hasn't impacted delivery for the airlines.

Variations and differing content requirements

When Lingo24 first began working with Anuvu, there were huge variations in the translation content file structures used by different airlines, with individual instructions for translation embedded within each file for each language and project. This made it difficult to discern what content was intended for translation and what was not, and required manual intervention, which slowed the process.

A collaborative approach was key

Working closely together, the key focus for both teams was to automate the processing of all translation requests when they were submitted by Anuvu (to allow for an immediate quote to be generated), and also when the translated files were delivered back to them.

Bespoke automated translation workflows

The Lingo24 team built bespoke content filters matched against patterns in the files so that when Anuvu creates a project in our ordering platform the file can now be processed automatically. A clean view of the content for the translation team is created and a quote can be generated in real time. Once the translation is complete, all processing is automated, removing the need for manual touch points and the scope for human error.

Even though the workflow is automated, there is still flexibility to handle any individual requirements of the content differently for each airline, as required.

Dynamically applied character limits

Another challenge was space restraints within the various airline platform screens, which correspond to a set of character limitations. As many languages expand when being translated (e.g. equivalent phrases in some Romance languages may be up to 30% longer than in the original English source) this can cause display issues in the final content if they aren't respected.

To avoid this, we dynamically applied a character limit to individual pieces of content within our translation platform, removing the need for any manual checks or further rounds of amends.

Rolling out the process

We started with simple instances of variations within the content and, once these elements of the automated process were up and running, were able to onboard additional airlines more quickly. This new way of working was rolled out across all 67 airlines, achieving 99% adoption within one year.

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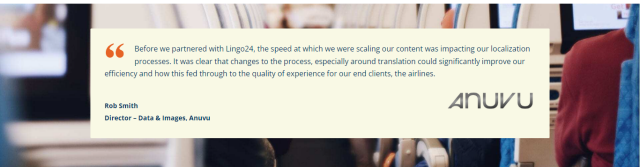
> Before we partnered with Lingo24, the speed at which we were scaling our content was impacting our localization processes. It was clear that changes to the process, especially around translation could significantly improve our efficiency and how this fed through to the quality of experience for our end clients, the airlines.
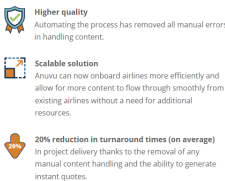>
> **Rob Smith**
> Director – Data & Images, Anuvu

ANUVU

Benefits and impact

Anuvu is now benefiting from a seamless bespoke automated translation workflow, enabling them to help their airline clients deliver a great passenger in-flight entertainment experience.

Key benefits include:

Higher quality
Automating the process has removed all manual errors in handling content.

Scalable solution
Anuvu can now onboard airlines more efficiently and allow for more content to flow through smoothly from existing airlines without a need for additional resources.

20% reduction in turnaround times (on average)
In project delivery thanks to the removal of any manual content handling and the ability to generate instant quotes.

Next steps - Open Platform

Implementing this new standardised approach also helped form the blueprint for another key strategic objective of creating a smooth, automated transfer of content for translation via Lingo24's API integration.

This completely digital workflow has removed manual steps in the process and fully automated the flow of content between the two platforms, ensuring maximum efficiency and speed.

> "In parallel, Lingo24 were also supporting our ultimate goal of rolling out the open platform solution to allow our content to flow easily from platform to platform, via the API."
>
> **Rob Smith**
> Director – Data & Images, Anuvu