

GTE LOCALIZE'S SUCCESS STORY

APP TRANSLATION CASE STUDY

CLIENT: WESCHOOL



App translations for an EdTech client



Founded in 2016, WeSchool is now the leading Italian EdTech startup and has recently closed a Series A funding round to scale technology and enter new markets. At WeSchool, they're on a mission to ensure learning never stops by empowering educators and students with a more inclusive, collaborative, and engaging way of learning.

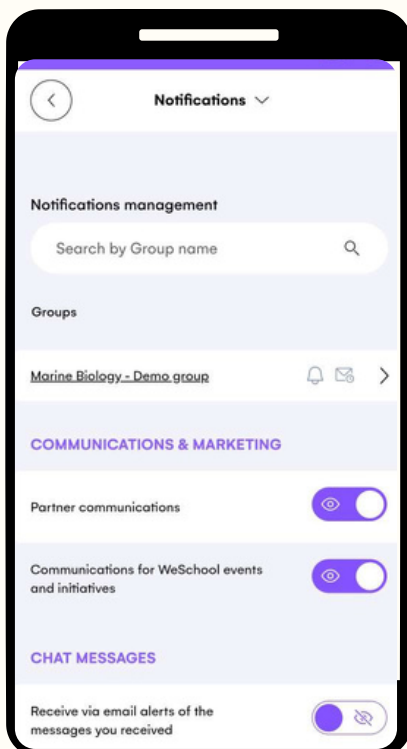
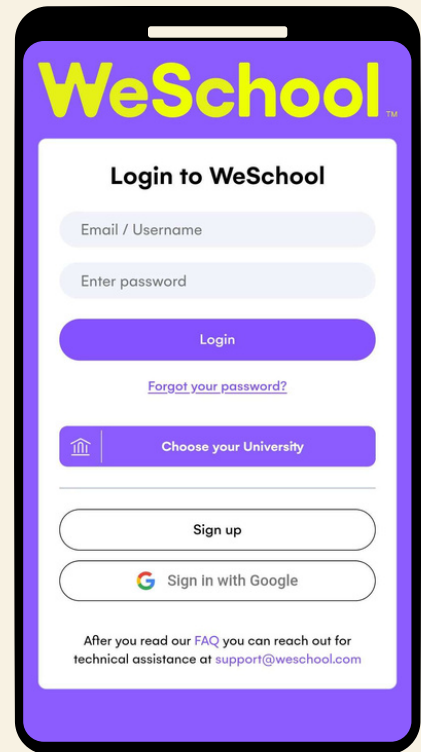
WeSchool's needs

WeSchool wanted its translated app content to be delivered in batches, which means more coordination effort.

The client required native EN linguists to translate and review the localization project, ensuring to get the best app translation.







WeSchool's requirements

To bring the best translation for English-speaking clients, WeSchool required a comprehensive translation agency that offers native linguists who have relevant experience in the education field.



WeSchool's project highlight



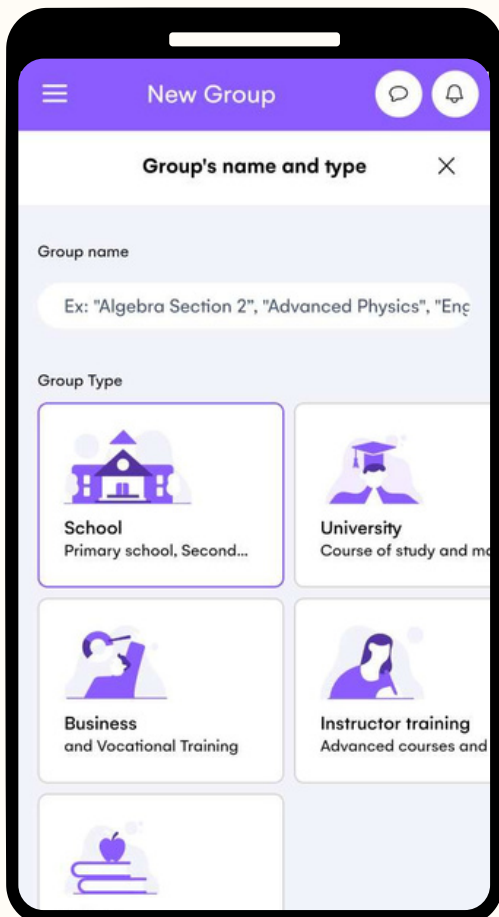
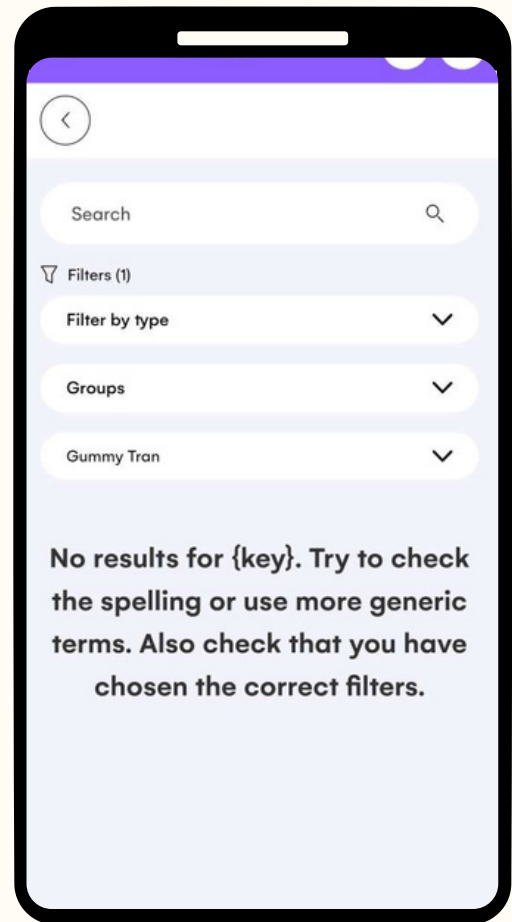
-  **Language pairs:** Italian into English
-  **Industries:** Education technology
-  **Content Types:** App, Website, Tutorials
-  **Services:** Translation + Edit + Proofread
-  **Volume:** ~37.000 words
-  **Duration:** August - September 2022

Challenges

- **Limited resources:** Difficulty in finding qualified native EN linguists who have at least 5 years of relevant app translation experience at that time.
- **Complex file format:** Part of the app translation project required us to review the existing translation of a number of tutorials. The source Italian and the target English were on separate Word documents instead of the usual bilingual formats that better facilitate the app translation process.

Solutions

- **The leading team in charge:** Our project managers selected 1 experienced translator, 2 editors, and 1 proofreader who have at least 5 years of experience and can handle the education app project efficiently.
- **Working process optimization:** Our linguists had to pay extra attention to details to ensure app translation quality and our project managers also had to perform extra careful QA checks to bring the best results to WeSchool.



Translation tools

Trados:

- Help provide a smooth transition between the steps.
- Help reduce mistakes, and maintain translation quality.

Xbench:

- Help detect and minimize any possible errors for the WeSchool's project.

WeSchool's project results

~37.000

words translated and reviewed in two months.

CONTACT US



As a fast-growing global translation and localization agency, **GTE Localize** provides services for 100+ languages worldwide. Our solutions include translation, localization, interpretation, subtitling, and transcription. By 2022, GTE Localize has had three offices in the United States, Singapore and Vietnam. We are willing to go the extra mile to provide the best app translation solutions for our global B2B clients.



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