

Personal Translator checks in at Lufthansa

Company-wide use of translation technology supports the internationalization of Lufthansa

Deutsche Lufthansa AG

With numerous international subsidiaries and sub-companies, Deutsche Lufthansa AG is one of the world's largest corporate groups in the civil aviation sector. Its main field of business is scheduled air services, which Lufthansa expanded considerably in the last few years. Lufthansa is traditionally an internationally oriented company. Employees from 155 nations work in the group, with best service being a matter of course for its international customers.



English as the lingua franca

Changes in the air transport sector, and particularly the absorption of further airlines into the Lufthansa group, are strengthening the international orientation of Lufthansa. The integration of other airlines into the group brings with it many new exclusively English-speaking employees, which means that better English skills are increasingly needed to ensure communication across the group.

"In the context of the group's growing internationalization, it is crucial for the employees to have better English language skills, both written and spoken. We are already successfully using tools like online dictionaries in the company, and these have proven very useful for looking up individual words. For the translation of entire texts, however, we were missing an efficient solution," explains Udo Sonne, Senior Manager New Media and Learning Systems at Lufthansa.

Expectations of the automatic translation program

Lufthansa wanted a solution that would alleviate the day-to-day work of employees worldwide, and thus save time and costs. It needed the software to be capable of being integrated simply into the company's Intranet and to run smoothly and reliably. The budget only provided for once-off expenses such as procurement costs; maintenance and service costs were not included. Lufthansa also wanted to extend the program with its own dictionaries in order to maintain company-specific language usage and facilitate consistent translations.

The benefits of a full-text translation program are obvious: it enables an immediate and improved quality of communication and greater efficiency in the creation of English texts and/or the translation of English texts.

Requirements on the desired translation software:

- Fast and reliable support in the translation of entire texts
- Alleviation of day-to-day work, time and cost savings
- Integration into the company Intranet
- Adaptation to company-typical language use, addition of specific Lufthansa dictionaries
- Optimum price-performance ratio
- No maintenance or service costs



Opting for Personal Translator

After a detailed evaluation, Lufthansa decided in favor of the translation solution Personal Translator from Linguattec, which can be used as a server solution throughout the group and offers solid translation quality. There were three factors that swung the decision in favor of Personal Translator:

- Quality: The program produced excellent translation results.
- Costs: The program met all expectations in terms of its excellent price-performance ratio.
- References: The program has been used successfully for years at Lufthansa Systems, a subsidiary of Lufthansa.

To get an overview of the best candidates, Personal Translator was then compared with other products on the market, and especially with the free Internet services. However, Personal Translator always came out on top.

The majority of the test users gave the software a positive evaluation and highly recommended that the company purchase it:

"Personal Translator fulfilled both requirements, i.e. it was cost-efficient and of the highest quality."

Udo Sonne, Senior Manager New Media and Learning Systems

"I am very impressed. The translation was very fast and a great help."

"A huge help! Made my work a lot easier."

"I find the tool very helpful. It is easy to use and also helps your grammar."

"It saves you a lot of time."

The very good price-performance ratio also played a central role in the selection of Personal Translator, says Udo Sonne. "We only had a limited budget for the project. However, we would never have bought a product that was merely average or poor. Personal Translator fulfilled both requirements, i.e. it was cost-efficient and of the highest quality."

Individual customization of the software to meet company requirements

The primary prerequisite in the decision to choose Personal Translator was that it produced a satisfactory basic quality of translation. Also ideal is that the product is adaptive and can be optimized in a targeted manner by supplementing it with Lufthansa-specific terminology. A systematic expansion of the dictionary has already been implemented in close cooperation with Linguattec in IT-specific fields like IQ MOVE. The plan is to successively integrate other specialist dictionaries. Reference texts can also be added to Personal Translator. Entire translation memories of completed texts can be imported into the sentence archive of the translation program, so that complete recurring sentences can be taken directly from the archive and incorporated into the translation. This is an invaluable benefit of the solution: once a sentence has been added to the central database, it is available to all employees at all locations. Another advantage of the server solution is that the web-based interface can be perfectly tailored to the corporate design of the Lufthansa pages. This means that the translation service can be ideally incorporated into the Look&Feel of Lufthansa.

Conclusion

Since it was introduced across the group, Personal Translator is being successfully used by the Lufthansa employees and has proven its worth in practical applications. The high access figures are testament to the intensive use and high acceptance of the service. "We are very happy with the quality of the translation and with the user-friendliness of the software. The technical and sales support provided by Linguattec was also exemplary. Personal Translator completely fulfilled our expectations with respect to the internationalization project of Lufthansa," says Udo Sonne, summarizing the experiences of the Lufthansa users.

Linguattec is the leading provider of language-technology software for office use. Key areas are automatic translation, language recognition and speech output. Linguattec offers software ranging from desktop solutions to comprehensive solutions for multilingual corporate communication in internal company networks.

References:



Further application areas can be found on our website: www.linguattec.de.

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