



Milega

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PICKUP
FROM ARGENTINA TO SLOVAKIA
MILEGA OVERCOMES A LINGUISTIC CHALLENGE

CASE STUDY





the leading network of parcel pickup points in France, with 16,000 points and 1,300 sets of lockers.

The option to have your order delivered to a Pickup point is offered by more than 90,000 e-retailers, including Vinted, Veepee and Showroomprivé. Through the various branches of Geopost, the number 1 international parcel delivery network in Europe belonging to Groupe La Poste, the Pickup network is also present in 30 countries all over the world.



CHARACTERISTICS OF THE PICKUP TRANSLATION PROJECT

- + **Multilingual needs:** To ensure an optimal user experience, each element of the platform – from the mobile app to training materials – needed to be translated and culturally adapted for each target market.
- + **Variety of formats:** Pickup's translation needs went beyond just online texts. PowerPoint presentations for partners, training for employees and even CRM modules also had to be translated accurately.
- + **Local translations:** A simple translation into 'Spanish', for example, was not enough. Pickup needed a specific translation into Argentine Spanish, in order to gain the trust of local partners by respecting their linguistic specificities.

THE MILEGA SOLUTION

- + **Specialisation for each market:** Milega put together a team of translators specialising not only in the relevant fields (technology, logistics, customer service, etc.), but also in the specific language of each region. The translation for the Argentine market, for example, was far from generic, as it was adapted according to the nuances of Argentine Spanish.
- + **Reactivity:** Thanks to Milega's flexibility and expertise, Pickup received professional translations in a short period of time. This way, the company could launch its services on the new markets quickly and effectively.
- + **Management of various formats:** Milega was able to work with all the formats provided by Pickup and to ensure linguistic consistency and precision throughout, whether the text was for a mobile app, a training video or a PowerPoint presentation.

TESTIMONIES BY PROJECT COLLABORATORS



I would like to emphasise how fluid and effective our exchanges with the Milega team were, whether they were about specific elements of the translation or the technical aspects of Pickup's services. Our jargon is not always easy to grasp or translate, so that was undoubtedly a challenge to overcome, but the result lives up to our expectations, in terms of both quality and speed.

RÉMI BALANANT – CUSTOMER SUCCESS MANAGER. PICKUP SERVICES



Thanks to good communication with the client, we were able to put together this project and a suitable team for each combination of languages, from more common languages like Spanish and German to less spoken ones, such as Hungarian, Czech and Slovak.

LAURA CALVO – MILEGA PROJECT MANAGER

ABOUT US



Milega is the leading agency for digital content and website translation. Our aim? Responding to your needs and offering you effective solutions. With more than 10 years' experience in the translation sector, 400 translated merchant sites and satisfied customers under its belt, and experience in 45 languages, Milega relies on its proven expertise and professionalism. Our strength? Being able to combine the advantages of traditional translation methods with those using advanced technology. This enables us to support you and help you respond effectively to the growth in online product sales.



Mikaël Le Gallo

CEO - Milega

mikael@milega-translation.com

www.e-translation-agency.com