



READSPEAKER HIGHLY CUSTOMIZED TRANSLATION

CASE STUDY

www.readspeaker.com



ReadSpeaker

ReadSpeaker is a leading provider of text-to-speech solutions, offering a range of products that convert text into natural-sounding speech.

Their solutions enhance accessibility and user experience across various platforms, making content more accessible to a wider audience. ReadSpeaker's website is available in 17 languages. On top of that, their solutions provide user interfaces in as many as 30 languages, and the digital voices in their solutions cover over 50 languages, ensuring broad accessibility and usability.



OBSTACLES AND CHALLENGES

ReadSpeaker works with several parties to translate its content into all these languages.

They started working with Milega for Arabic, Spanish, Italian, Swedish and Polish after the previous translation company they used ceased its operations. The challenge for Milega was to become operational as quickly as possible to avoid any gap in quality for the local teams who review the content..

SOLUTIONS BY E-TRANSLATION AGENCY

To address these challenges, E-Translation Agency implemented the following solutions:

- + **Dedicated teams:** Assembled specialized translation teams for each target language, focusing on cultural nuances and idiomatic expressions.
- + **Project management:** Allocated a committed project manager to oversee all the reviews by the local teams and work with our technical department to handle all different formats.

RESULTS AND FEEDBACK

Many projects have already been successfully completed with the following outcomes:

- + **High-quality translations:** Delivered translations that met ReadSpeaker's criteria for natural and engaging language.
- + **Satisfied reviewers:** Achieved high satisfaction levels among reviewers, thanks to culturally relevant and precise translations.

TESTIMONIES BY PROJECT COLLABORATORS



Milega/E-Translation Agency was brought to my attention at exactly the right time! I needed to find a new translation partner for quite a number of languages ASAP, and we had a vast amount of content to translate. From day 1, it was a huge pleasure to work with project manager Laura, who is efficient, understanding, dedicated and precise. We have completed over 50 projects – including web pages, blogs, email campaigns, marketing sheets and more – in the 5 languages we now work with Milega on (Arabic, Spanish, Italian, Polish, Swedish). Many more projects will follow, as well as other languages, such as Basque, Catalan, Galician and more. I highly recommend this translation partner

WANDA PETERS, RESPONSABLE DE LA TRADUCTION CHEZ READSPEAKER



Working with ReadSpeaker has been a rewarding experience. Their organization and attention to detail made the translation process smooth and efficient. Working on the ReadSpeaker projects mentioned above was particularly motivating due to the diverse languages involved and the focus on inclusion and accessibility

GWENDOLINE QUINTARD, DIRECTRICE DIGITAL ET E-COMMERCE

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.



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