

INDUSTRY NAME

FinTech Insurance Company

LOCATION

Hong Kong

PLATFORM

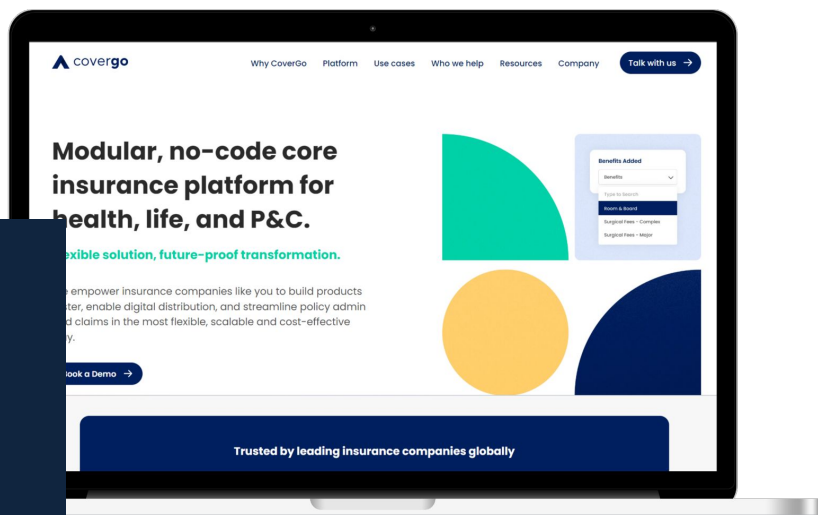
Storyblok CMS

SERVICES

Website Content Extraction,
Content Pro-processing
Localization
CMS Localization
Content Re-integration

TECHNOLOGIES USED

StoryBlok
XML parsers
Grammarly Pro
SDL Trados
Visual Studio
Core FTP



CoverGo is leading the insurance revolution globally with a no-code core insurance platform.

Founded in 2017, CoverGo has grown into a leading global Insurtech company, delivering a groundbreaking modular, no-code core insurance platform that serves clients worldwide. Distinguished as an industry expert, CoverGo holds a patent for its revolutionary drag-and-drop product builder and boasts a collective experience of over 500 years in Insurtech and insurance enterprise software.

Website Localization into 12 Languages

As a leading global insurance technology provider, the company must be visible in key markets. To improve communication and conversion of potential customers, the content of marketing material, especially the central Web site, had to be localized to 12 languages:

1. Traditional Chinese
2. Simplified Chinese
3. Spanish
4. French
5. Thai
6. Bahasa Melayu
7. Bahasa Indonesia
8. Tagalog
9. Japanese
10. Korean
11. Vietnamese
12. Arabic

Globibo provides super-fast & cost-efficient Language Services Solutions to help Clients empower & engage People in Communication

Website

1

Linguists

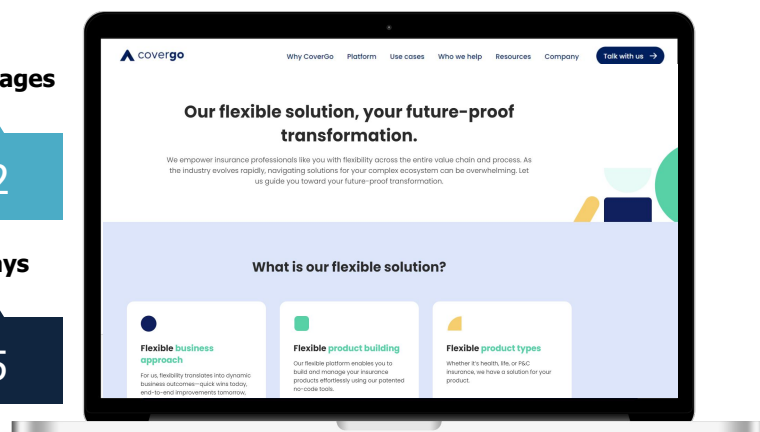
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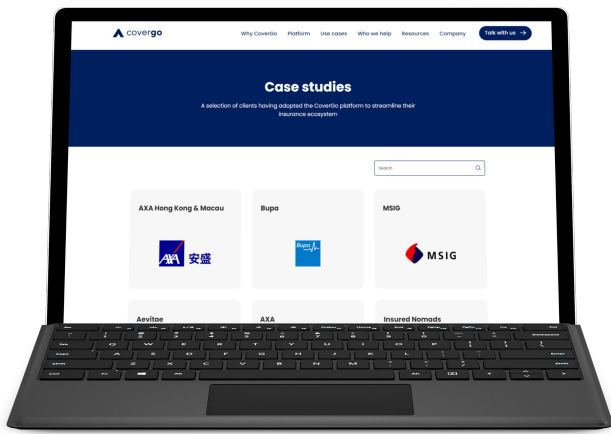
Languages

12

Days

45





PROCESS

1. CMS Reconnaissance: Given the Client's limited expertise in this niche CMS, the Globibo Team comprehensively analyzed the Platform's capabilities and plug-ins, ensuring a thorough system understanding.
2. Content Extraction: The blocks of content were meticulously exported with a plug-in into XML format, ensuring the integrity of the data.
3. Content Pre-processing: Links and other XML tags were sanitized from the files
4. Translation / Revision: The content was translated and revised by a set of translators
5. Import: Each block had to be imported back individually for each language into the CMS
6. All links had to be re-adjusted to connect the blocks in each language.
7. Integration Test: A set of linguists reviewed the final pages for each language again to ensure both content quality and linkage.

CHALLENGES & MANAGEMENT

StoryBlok is a great Content Management System with a very structured approach to content utilization. Unfortunately, it is only partially optimized for multilingual websites and the underlying process of creating such websites.

The key challenge was the "block-by-block" import of the different languages, which required relinking of the content. Beyond the linguistic challenge, thousands of links had to be restructured to create a consistent user experience.

ROLES / TEAM MEMBERS

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01

Project Manager

The overall project manager was responsible for coordinating with the Client and all involved stakeholders on the quality control for all 12 languages.

02

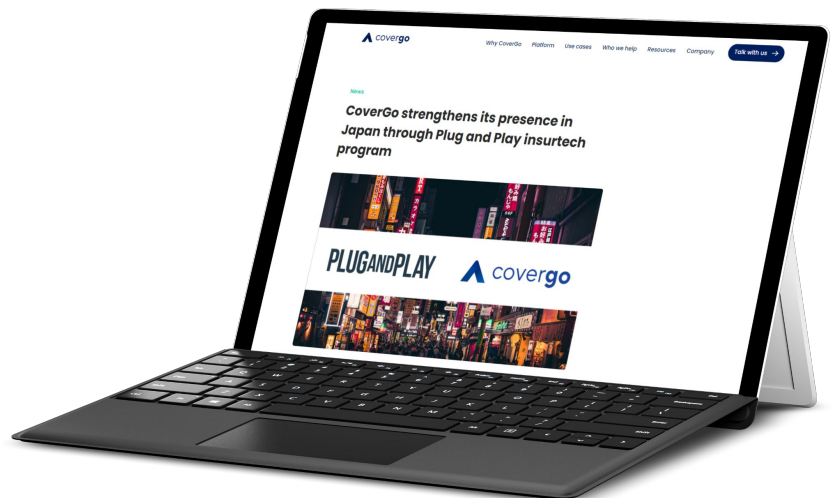
Technical Lead

The Technical Lead was responsible for the Extraction of all XML Content and import of the content after the translation. Furthermore, he was required to coordinate the relinking of all pages

03

Linguistic Lead

The Coordinator for all 24 Linguists was responsible to ensure consistent terminology and brand style was applied to all languages. Furthermore, she was required to coordinate the quality review after the deployment of the content in the Content Management System.



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