

CASE STUDY

national express

LanguageLine Solutions® was able to maintain an integrated, constantly developing language support solution.

LanguageLine
Solutions®



Creating Better Outcomes for Vacationers and Tourists Around the World

National Express is a leading British transport provider, operating bus, coach, and train services in the UK, Continental Europe, North Africa, North America and the Middle East. The iconic white fleet of National Express coaches is the largest scheduled national coach network in the UK.

The Challenge

- Improve website user engagement
- Enhance client communication globally
- Ensure consistency across languages

Over 20 million people traveled with National Express coach in 2018. With a significant number of these customers being from outside the UK, it is important to communicate with them effectively, no matter the language; with a clear need to reach website users at a global, multilingual level.

Continental Europe is a significant market for National Express, so localizing for these countries was key, as well as being able to communicate with some of the 40 million tourists that visit the UK every year.



How We Helped

- Dedicated team
- Access to the Dashboard
- Security

We created a dedicated team for National Express, allowing them to be able to concentrate on their own business, safe in the knowledge that their translation requirements were being handled by experts. The team at LanguageLine provided National Express with regular updates on the progress of translation projects and ensured prompt interaction and clear communications.

Our secure LanguageLine Translation PortalSM allowed National Express to submit, track, and retrieve translation projects from one central place, making the whole process easier to manage. The Portal Dashboard gives the team at National Express the visibility they need for expected dates for translation project deliveries, and the financial view allowed them to check spend against budget.

Security and intellectual property are incredibly important for National Express, they've worked hard to create a leading brand and company, so it was critical that their IP didn't fall into the wrong hands. During our translation process, documents and content don't leave our secure system, and are always protected.

The Result



Website available in 5 languages



Improved customer engagement



Ability to share important information across markets

National Express' website is now localized into 5 languages: French, German, Spanish, Italian, and Polish.

Thanks to localization, National Express has seen improved customer engagement across different language groups and has met their objective to communicate with their global markets.

Strong communication with multiple markets allows National Express to be able to forward, plan their activities, and share important information with their passengers.

"Communication is key, I can count on my contacts at LanguageLine Solutions, be it my account manager or the project manager to keep me informed, always being honest and transparent, so that I know where I am in my own planning/schedule. Your turnaround times are incredible."

Ceri Harris, Digital Product Owner

Let's Talk Solutions

Discover the many additional ways LanguageLine can help turn your biggest language challenges into growth opportunities with industry-leading services.

1-800-878-8523 / Translation@language.com / LanguageLine.com