

CASE STUDY



PEGASUS
AIRLINES

LanguageLine Solutions® delivered high-quality translations for websites and after-sales materials.

LanguageLine
Solutions®



World-class Website Localization to Reach an International Audience

Pegasus Airlines, a leading low-cost airline based in Turkey, provides reasonably priced point-to-point travel opportunities on short to medium length flight routes.

Since their foundation as a charter airline with just two planes in 1990, Pegasus had ambitious plans and aimed to provide a wide travel network with high flight frequency for guests.

Pegasus has seen steady growth, and operates the youngest fleet of aircrafts in Turkey, with 65 airplanes averaging 5.16 years in age. Pegasus flies to 92 destinations in 37 different countries.

LanguageLine has always been on hand to provide the service Pegasus needed throughout a six-year relationship – high-quality localization to ensure their website could be accessed and used by customers around the world.

The Challenge

- Turkish source language
- Strict deadlines
- Marketing messaging

LanguageLine Solutions started working with Pegasus in 2009 with a clear assignment; to help Pegasus expand globally through providing high-quality localization. Since the source language of Pegasus' website is Turkish, a cost-effective system was needed to take the Turkish content and translate it so that Pegasus could communicate with their world-wide customer base. As Pegasus have strict deadlines for product launches, agility and quick turnaround time of translations were essential.

How We Helped

- Dedicated team
- Access to the Dashboard
- Security

In order to accommodate Pegasus' language requirements, a customized system was implemented in which content was translated from Turkish into English first before being 'pivoted' into other languages, including German, Russian, Dutch, French, Danish, Italian, Spanish, and Swedish. In doing so, LanguageLine saved a huge amount of time and money in sourcing linguists, in comparison with direct translation between Turkish and those languages, and safeguarded quality by always ensuring the Turkish-English translation was 100% accurate.

During the course of the long relationship with Pegasus, LanguageLine has always maintained consistency by using a well-defined pool of linguists and managing the terminology effectively. A twenty-four-seven service also meant that tight deadlines could be met effectively.

Security and intellectual property are incredibly important for Pegasus Airlines, 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



**Consistency
across languages**



**International
expansion**



**Award winning
PR campaigns**

During a very fruitful six-year relationship, LanguageLine has been Pegasus Airline's trusted partner in their global expansion, delivering high-quality translations for their website and after-sales material. Helped in part by localization, Pegasus is now the most rapidly expanding airline in Europe, and recently received a prestigious Stevie Gold award for one of their PR campaigns.

As Pegasus' requirement expanded from 5 to 9 languages, LanguageLine Solutions scaled up the solution, making sure quality and consistency were always maintained. Today the relationship continues to go from strength to strength, and Pegasus is confident that LanguageLine's delivery system will always ensure communication with customers across the world rests on strong foundations.

"Working with LanguageLine Solutions has allowed us to focus on our core task of expanding across Europe without having to worry about whether the localization aspect has been managed properly. With LanguageLine Solutions we can always keep to our content schedules and know that the content will be properly and consistently translated."

Emre Güney,
*Senior Digital Marketing Specialist,
Pegasus Airlines*



Let's Talk Solutions

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