# **Lingotek** Helps **Princess Cruises** Manage "Translation At Sea"
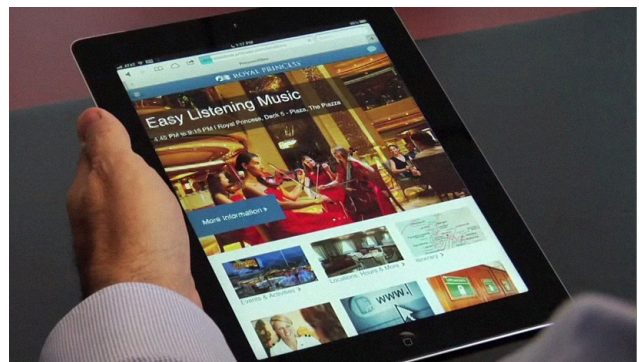


## About Princess Cruises

One of the best-known names in cruising, Princess Cruises first set sail in 1965 with a single ship cruising to Mexico. Today, the line has grown to become the third largest cruise line in the world, renowned for innovative ships, an array of onboard options, and an environment of exceptional customer service. A recognized leader in worldwide cruising, Princess offers approximately 1.7 million guests each year the opportunity to escape to the top destinations around the globe, aboard a fleet of 18 modern vessels.

## Challenge

Princess Cruises strives for outstanding service and personalization in all aspects of a guest's vacation. They wanted to enhance the onboard digital experience to allow more customization around the content, services and offers presented to their guests. After researching several solutions, the Princess Cruises IT team chose Drupal for their content management system and created a web application dubbed "Princess@Sea". This innovative application serves as the default landing page for the onboard wifi network and is the central hub for all cruise-related information.

The "Princess@Sea" application contains over 60,000 words of content spread across hundreds of web pages. Managing the localization process without

a translation management system would have been a very challenging endeavor. Princess Cruises wanted best-in-class technology that utilized customizable workflow options, allowing them to involve in-house experts as well as third-party professional linguists. In addition, the solution had to integrate with Drupal to seamlessly import and export content. They found that the Lingotek Translation Management System with the Inside Drupal integration was an excellent choice.

## Solution

With the help of Lingotek's Translation Management System (TMS), the Lingotek Inside Drupal integration module, as well as their global translation services, Princess Cruises would upload content from Drupal, pre-fill from translation memory, review and modify translations as needed, download the content to Drupal and review the translated web page. Scheduling the optimal time to perform the translations during non-peak usages hours so data-intensive operations did not disrupt guests' web browsing experience was a critical step in the process.

Lingotek's solution allows for entering and reviewing translations via a user-friendly interface, which has been a big help for their internal linguists. The solution automates the file import and export process, which allowed engineering to focus on more important tasks.

## Benefits

Princess Cruises was able to deploy a localized version of "Princess@Sea", which has been a huge hit with guests and crew. Onboard content managers love the ability to customize web pages via a user-friendly interface. Guests appreciate the personalized user experience and timely information.

With the Lingotek solution in place, our internal linguists were able to review and update translations independently without involving engineering to manage the file import and export. We also used Lingotek's global services to add support for translating custom taxonomy terms, which are an important part of our site and would not have been translatable without the custom work.

## Managing Translation at Sea

Using a cloud-based translation management system can present some unique challenges when at sea. Princess is using a staging and migration process whereby a land based site with all the content gets translated via Lingotek and then migrates the data out to the ships.

The initial deployment verified the feasibility of the solution and opened their eyes to other possibilities. They have been very pleased with the results thus far and look forward to expanding the solution to other uses.

## Instant Success

The "Princess@Sea" application has been a huge hit with guests and crew. Lingotek provided outstanding service and support throughout design, development and deployment of the solution. Lingotek's multilingual expertise and Drupal acumen made them invaluable partners in the success of "Princess@Sea".

## Next Steps

The "Princess@Sea" multilingual content from Lingotek is leveraged for use in printed collateral as well, including the "Princess Patter," an onboard daily newsletter distributed to multilingual-speaking guests on cruises.

## About Lingotek

**Lingotek | The Translation Network** is the only cloud-based solution to connect all of your global content in one place, giving you the power to manage your brand worldwide. Our industry-leading technology pairs with the best enterprise applications and expert language services to continuously push dynamic multilingual content to all of your global markets. More information available at www.lingotek.com.

---

**Lingotek**  THE **TRANSLATION** NETWORK  |  www.lingotek.com

**Translation Software:**
sales@lingotek.com
(801) 662-0050
(877) 852-4232 opt 2 - Toll free

**Translation Services:**
services@lingotek.com
(801) 331-7777 opt 1
(877) 852-4231 opt 1 - Toll free

**Support:**
support@lingotek.com
(801) 331-7777 opt 3
9 am - 6 pm MDT