

# 72% Faster 40% Less Effort 100% On Brand

Inside Skyscanner's localization leap, powered by Translated's AI-first workflow.

translated.

# Can We Have Fast, High-Quality Localization?

Skyscanner, one of the world's leading travel search platforms, had a well established localization workflow covering 37 languages. However, when the SEO team needed to urgently translate in 8 languages 100 articles hosted on Contentful, the content management system (CMS) they had in use, it became clear that a manual process couldn't deliver within the required timeframe.

The SEO team proposed using machine translation to move faster, but **the localization team worried about losing quality and brand consistency**. They needed to find a competitive solution.

That's where Translated stepped in, helping Skyscanner design and implement an **Al-first localization workflow, backed by human review**, to dramatically speed up delivery without compromising on quality.

## **Building an Al-First Workflow**

Skyscanner co-designed with Translated a human-in-the-loop workflow that is fully automated, from content intake to final delivery, including automated selection of language professionals and job management.



Significantly reduced turnaround times



Substantially cut human effort



Expanded SEO reach



"For Skyscanner, making sure our language quality and brand trust were top-notch was super important. We needed a solution that was both cost-efficient and high-quality. Adding a human touch for post-editing before publishing was perfect for us, ensuring our content was spot on."

Antonella Alterio, Skyscanner Localization Manager



## The Solution in Detail

To validate the new process, Skyscanner ran a comparative test using three workflows across 8 languages, comparing:

- A popular machine translation (MT) system
- · Translated's professional translations
- Translated's AI translation with professional reviews

The third option delivered an **outstanding balance between quality, speed, and cost**. Alone, however, it would not have met the SEO team's delivery time requirements. By adopting Translated's Al-first workflow to **automate the entire process**, the Localization Team was able to guarantee the required turnaround times.

### **Key Advantages**

- · High-quality output with human oversight
- · Reduced reliance on engineering resources
- · Fewer errors from manual copying and pasting
- · Direct access to SEO-specialized translators
- A continuously improving adaptive translation AI system

# **Workflow Design**

# **Automated Content Intake and Delivery**

Through the Contentful connector for Translated's localization platform, <a href="TranslationOS">TranslationOS</a>, the localization team enabled the SEO team to seamlessly automate the entire content flow, from one-click submission within Contentful to final delivery into the CMS in use.



### Al-First Localization Management

TranslationOS fully automates the translation process, starting with an AI-generated translation powered by a custom version of its proprietary AI model, adapted to Skyscanner's translation memories and guidelines to ensure brand consistency. It automatically selects the best language professionals for each content, creates the job, and assigns it based on 30+ criteria, including availability for a fast acceptance rate and delivery.





#### **Human Review**

Native-speaking professionals review and post-edit the translations using Translated's CAT tool Matecat, ensuring quality, nuance, and consistency. Once completed, the translations are returned to Contentful by TranslationOS.



# From Breakthrough to Beyond

The new process implemented by Translated transformed what was once a task-heavy, time-consuming effort into a seamless, brand-consistent localization workflow with minimal human intervention.

This project marked a major milestone for Skyscanner. The success of the AI-first localization approach led to its adoption beyond SEO content. It is now used for branding and marketing materials as well, ensuring consistency and quality across multiple teams.

# **Impact and Numbers**

ARTICLES TRANSLATED 40% LESS MANUAL EFFORT **550** (AND GROWING)

72% FASTER DELIVERY TIME LANGUAGES **COVERED** 

76% GROWTH FROM LOCALIZED CONTENT 44%

## **Ready to Localize Smarter?**

Expand your reach across the globe. Discover how an AI-first workflow can help you scale content worldwide while maintaining quality throughout.

**Contact us** for a tailored solution that fits your needs.