



Case Study



FIVE-STAR TRANSLATIONS IN NINE LANGUAGES FOR SHANGRI-LA'S INTERNATIONAL CUSTOMERS

Client

Shangri-La
International Hotels
& Management Ltd

ABOUT OUR CLIENT

Shangri-La Hotels and Resorts is a leading luxury hotel group in Asia-Pacific and regarded as one of the world's finest hotel ownership and management companies.

MYL's MISSION

Streamlined delivery of Shangri-La's online messages to its international customers.

OUR SOLUTION

As a world-renowned organisation with an extensive reputation to uphold, Shangri-La uses its website **Shangri-La.com** to deliver comprehensive information on all of its hotel properties, as well as a booking engine for its customers. Given the high cost of maintaining in-house translators, and the administrative burden of data entry to the company's Content Management System team, Shangri-La's Digital Marketing Team needed a fast and reliable solution to translate daily information updates and other website functionality and content into nine languages.

MYL tested suitable translators for all nine languages, eventually choosing based on style, expertise on subject matter, and availability for quick turnaround. To further streamline the process, MYL also designed a simple billing process so that the client was invoiced monthly rather than for each individual translation request.

RESULTS

MYL's work has enabled Shangri-La's website to carry accurate and timely information in English, Chinese, Japanese, Korean, Thai, German, French, Italian, Russian and Arabic.



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