

## Case Study - Mobile Fun



Mobile Fun is an online vendor of mobile phones, parts, ringtones and accessories. A top 10 company on the Hitwise rankings for 2006, named as the 7th fastest growing technology company in the Sunday Times Microsoft Tech Track 100 for 2006 and ranked 32 in the Deloitte Technology Fast 50 in 2006 following a growth of 817% over five years, the company seems unstoppable!

Having enjoyed enormous success in the UK market Mobile Fun decided that the time was right to create an international online presence by translating their e-commerce website into French and German. Their aim was to drive business growth by localising the website and advertising their products in these key European markets.

With the help of Wéb-Tränslatiöns, the new Mobile Fun websites were successfully launched within weeks. However the success of the new websites and associated online advertising campaigns created a new challenge, as a steady flow of non-English email enquiries began to arrive on a daily basis. Wéb-Tränslatiöns supplied a fast and accurate email translation service to help Mobile fun's customer service team as they answered daily customer enquiries.

### The Challenge

To provide an end-to-end solution for Mobile Fun's language and online marketing needs

To win new business for Mobile Fun in non-English markets

To improve the accessibility and exposure of the Mobile Fun website on an international level

To generate awareness of Mobile Fun's products in the French and German markets

To translate French and German email enquiries

### The Solution

Wéb-Tränslatiöns' translation and localisation services to create websites for the French and German markets

Individual domain name consultancy to help Mobile Fun choose appropriate website addresses for the new countries and languages

Branding consultancy to create the most appropriate company name and strapline for Mobile Fun in each target market

Wéb-Tränslatiöns' Email Relay Translation (ERT) solution for fast and accurate email enquiry translations

### The Results

European e-marketing campaigns to boost Mobile Fun's profile in new European markets

Ongoing daily translation of non-English email enquiries with Wéb-Tränslatiöns' ERT, for an accurate and cost-effective two hour turnaround

Localised branding and strap lines appropriate for each market place

Dedicated translation team and dedicated Project Manager to enable rapid and effective turnaround of additional translation requirements on an ad hoc basis

The Account Manager for Mobile Fun was Stella White.

The Project Managers for Mobile Fun are Jennifer Rodgers and Catherine McTeigue.

Want to know more?... Contact us on 01924 360460

[www.mobile-fun.com/fr](http://www.mobile-fun.com/fr)