

Case Study - PSA



PSA is a manufacturer and distributor of laptop and PC parts, including memory back-up batteries and battery packs. They can supply or manufacture any type of battery in any quantity.

PSA works with a global network of manufacturers and doing business on an international scale is a key part of their success. They wanted to create an international online presence by translating their database driven e-commerce website into five European languages. Their aim was to drive business growth by translating and localising the PSA website and advertising their products and services across Europe.

With the help of Wéb-Tränslatiõns' localisation services, the new PSA European 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-Tränslatiõns supplied a fast and accurate email translation service to help the PSA sales team answer daily

The Challenge

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

To win new business for PSA in non-English markets

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

To generate awareness of PSA's services in the Italian, Dutch, French, Spanish and Danish markets

To translate non-English email enquiries

The Solution

Wéb-Tränslatiõns' translation and localisation services to create websites for the Italian, Dutch, French, Spanish and Danish markets

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

Localisation of Google Adwords advertisements and the creation of translations with marketing appeal

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

The Results

208% increase in revenue within 12 months from PSA's new European markets

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

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

11,739 hits on the Italian site in just 6 weeks (from launch and 28,058 hits on the French site in just 12 weeks (from launch). These two site alone increased Internet business by 15%.

The Account Manager for PSA Parts was Daniel Rajkumar.

The Project Manager for PSA Parts was Catherine McTeigue.

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