

Case Study - Quiet PC



Quiet PC is a market leading supplier of PC cooling and quietening products both to dealers and direct to the public.

Quiet PC wanted to expand into new target markets and gain new international clients, so decided to use the Web-Translations International Blast service to test several markets at once.

Web-Translations localized key pages into 11 languages: French, Greek, Italian, Spanish, Dutch, Portuguese, Norwegian, Danish, German, Finnish & Swedish.

The Challenge

- Working with a bespoke eCommerce platform that Quiet PC has developed internally
- Accurate localisation that fits an IT eCommerce brand
- Managing multiple languages simultaneously

The Solution

- Liaising with Quiet PC's developers to extract and reimport content
- A team of expert IT & Technology-specialised translators carefully selected by our Project Managers
- Our expert Project Managers are experienced in handling multilingual projects

The Results

- French, German and Dutch pages are performing fantastically - an equivalent cost of 2p per visitor!
- Quiet PC has decided to upgrade its German site to localise the full content - within 6 months of the initial investment
- More languages will follow to make Quiet PC an international eCommerce success

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