

Case Study - Totesport



The Tote, which owns Totesport, is a major betting organisation, with over 450 shops and 4000 employees in the UK. Totesport offers a comprehensive multi-channel way for people to bet on sports events across the globe.

The Tote handles over 75 million bets a year and Totesport is a major and well-established brand. When Totesport decided to launch a French online casino (www.bananavegas.com), they needed a reliable partner to provide high-quality translation and localisation of their website content. They also required a translation solution that would enable their English customer services team to handle enquiries in French.

Wéb-Tränslatiöns worked with Totesport to deliver a fast and accurate translation and localisation service for the Bananavegas.com website. Once the website was ready, Wéb-Tränslatiöns' Email Relay Translation (ERT) solution was set up for the translation of customer service emails. Enquiries from French customers are translated into English, the customer services team responds in English and their responses are translated back into French. This gives French customers the reassuring impression that they are dealing with a French customer services team.

All of Wéb-Tränslatiöns' services met and surpassed the exacting standards of Totesport's service level agreements. The ERT service is now used on an ongoing basis to translate French customer enquiries.

The Challenge

To provide high-quality translation and localisation of Totesport website copy for use on Bananavegas.com

To translate standard pre-written customer services responses to frequently asked questions

To provide ongoing translation of customer service emails from French into English and back again

To meet service level agreements

The Solution

Translation and localisation of website copy into French, with additional proofreading in French to ensure accuracy and consistency

Wéb-Tränslatiöns' Email Relay Translation (ERT) solution for fast and effective two-way translations of customer service emails

ERT customer service translations at a rate of 200 words an hour to ensure fast responses to customer enquiries

The Results

Clear, concise and accurate translations into French for Bananavegas.com

Creation of an email translation system with the capacity to translate 4,000 emails per day

Average translation turnaround of 243 words an hour

Professional high-quality translations give French customers the impression that their enquiries are handled in their own country

The Account Manager for Tote Sport is Daniel Rajkumar.

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