

## Case Study

# Noon Cuts 45% of its Translation Costs with Tarjama



Tarjama's agile translation services help Noon rapidly scale its ecommerce platform, cutting costs and boosting speed-to-market.

## Background

Noon.com is a leading ecommerce platform in the Middle East. Launching in 2017, it has quickly become a trusted shopping destination that is committed to delivering great customer experience. With the MENA market at the core of its vision, Noon is dedicated to giving Arabic-speaking shoppers a reliable, predictable, and efficient experience on the platform. Rapidly scaling and expanding its product offering on the platform meant that it needed a fast and efficient way to translate and localize its content to Arabic.

## Product SKU Components



## Noon's Challenge

Noon's goal was to grow its platform rapidly by launching new and diverse products faster. As Noon rapidly scaled, new sellers and products were constantly being added to the ecommerce platform. Providing a seamless Arabic shopping experience to users on its platform was a top priority.

Without one central translation vendor and standardized workflow, it was taking too long for Noon to publish their Arabic content - from assigning the content for translation to running QA checks and finally pushing it live on the platform. Every time a product was added or updated on the system, an Arabic reflection of the product SKU (Stock Keeping Unit) needed to be speedily ready. Each product SKU includes numerous components including the product description, specifications, reviews, delivery information, seller details, amongst many others.

Noon was met with a challenge with the massive amount of content coupled with the dynamic nature of their ecommerce platform. Additionally, the translation workload fluctuated heavily depending on Noon's ecommerce campaigns. Noon needed a service provider that would be able to accommodate for on-demand workload increases as they arise. Searching for a flexible, scalable solution to translate their ongoing content into Arabic with the highest quality, Noon came across Tarjama.

# How Tarjama Helped Noon

<b>9M+</b>	Words Translated
<b>45%</b>	Cost Savings
<b>100+</b>	Linguists
<b>24/7</b>	Availability

## Getting products in the hands of Arabic consumers faster

To facilitate for the huge translation workload, Tarjama vetted and onboarded a team of 100 linguists to work on Noon's content. Tarjama qualified the talents by launching a hiring campaign where potential candidates were given a translation test with a sample of Noon's English content as well as Noon's translation guidebook. The test results were compared against Noon's Arabic approved translation and top candidates who passed were accepted. To date, Tarjama has been investing in training its linguists through training sessions, workshops, and practice runs.

Tarjama managed - and continues to manage - a team of 100+ talented and trained linguists who are available to work on Noon's requests simultaneously. With 24-7 service delivery, Noon was able to cut down the time it took for the Arabic content to go live on the platform. Over the past two years, Tarjama has translated and delivered over 9 million words for Noon - and counting!

Besides, the full translation process is carried out on a Translation Management System (TMS), which provides a seamless, central platform for easier and faster collaboration. The moment that Noon uploads English content to the TMS, Tarjama's linguists can instantly work on it via the TMS. Tarjama ensures accurate QA checks are made so that once Noon's team receives translated content, they can quickly publish it. With Tarjama's process optimization and TMS usage, Noon was able to save 45% of its translation costs.

## Why Noon Chose Tarjama

One of Tarjama's key selling points for Noon was the high level of translation quality and consistency. With over a decade of experience in the translation industry, Tarjama guaranteed to deliver on quality. Tarjama's agile and customer-centric approach also resonated with Noon's growing team. With Tarjama's expertise and legacy in the Arabic language coupled with its commitment to agility and problem-solving, Noon determined that Tarjama would be best to help them achieve their goals:

1. **Increase speed-to-market**
2. **Scale on demand**
3. **Deliver Arabic content with quality and consistency**

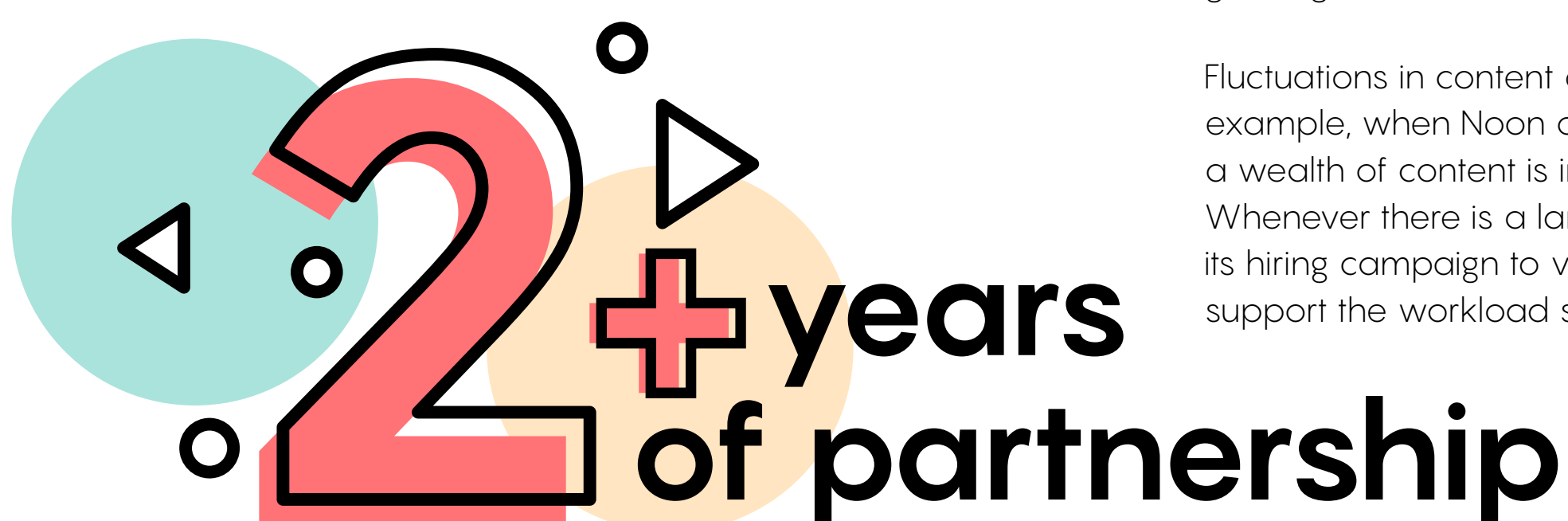
Since then, Tarjama has been successfully partnering with Noon for the past two years - and counting.

## Scaling on-demand in a dynamic ecommerce market

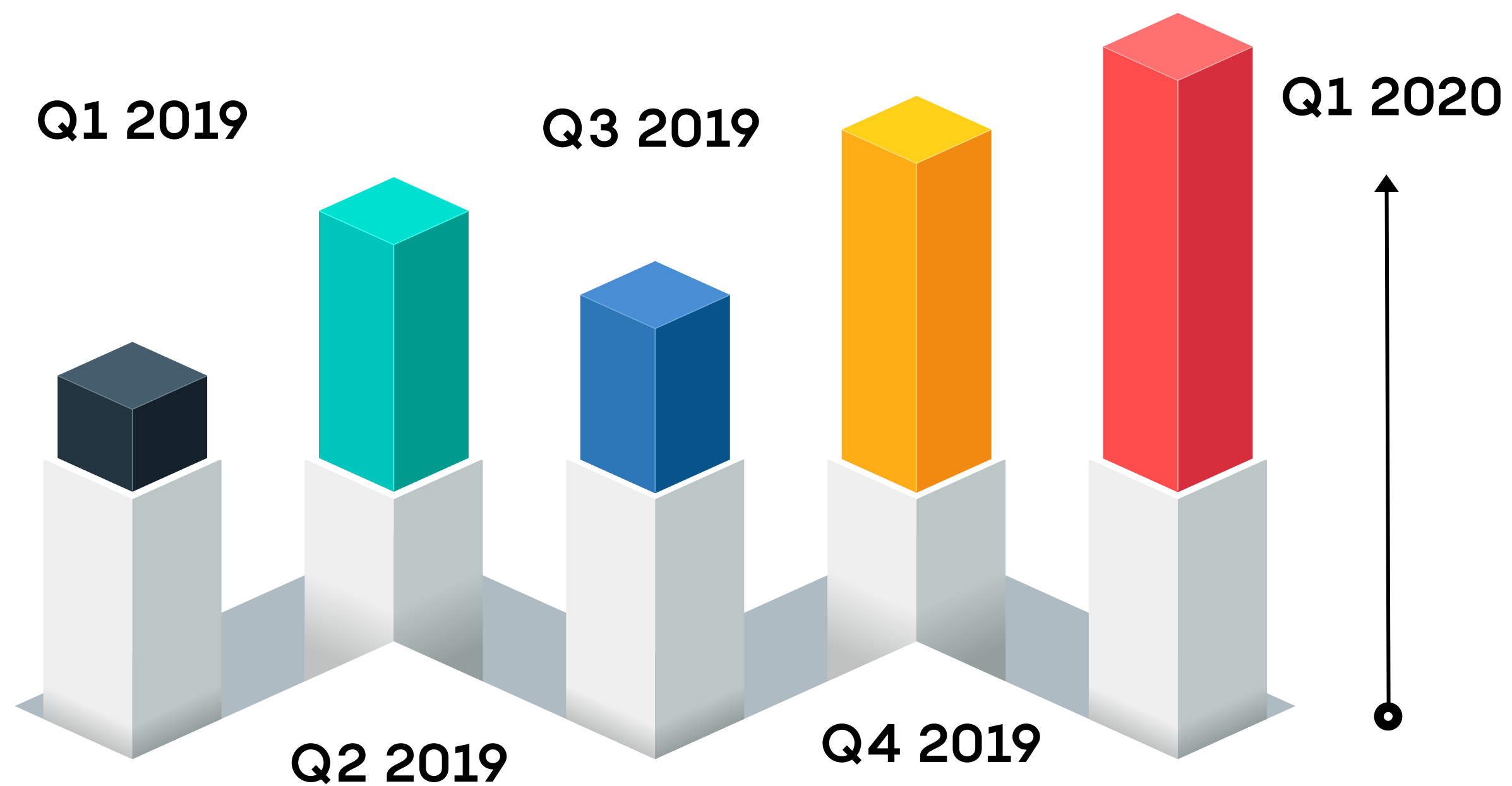
With the dynamic nature of the ecommerce market, spikes in demand and content are frequent. Tarjama enables Noon with the needed resources to scale on demand.

At the start of the partnership, Tarjama's linguists initially translated a few hundred thousand words per quarter. In one year, Tarjama managed to triple its translation capacity for Noon by optimizing and expanding its resources to match the growing demand.

Fluctuations in content demand are also common. For example, when Noon onboards a new seller on the platform, a wealth of content is instantly needed for translation. Whenever there is a large flow of content, Tarjama reactivates its hiring campaign to vet and train new, temporary talents to support the workload spike.



# Noon **TRIPLES** its translation capacity with Tarjama



## Quality Noon can trust

With Tarjama, Noon has a team of linguists who have mastered the company's guidebook and are devoted to working on Noon's tasks. Noon no longer has to receive inconsistent quality translations through different stakeholders and vendors working on its content.

Tarjama implements a multilayer quality check to ensure each piece of content delivered is at the highest level of quality. Tarjama uses the TEP workflow model (Translation, Editing, Proofreading) where three different talents work hand-in-hand on each request. The TEP model ensures that any possible errors diminish as they pass from one layer to another before publishing.

- 1. Translation:** A translator works on translating the English Source content to the Arabic Target
- 2. Editing:** An editor crosschecks the Source and Target content against each other for optimal flow, consistency, terminology, spelling, and localization.
- 3. Proofreading:** A proofreader is given the Target content only to review with a fresh eye the final output and confirm its readiness for publishing.

## Tailoring Tarjama's solution to support Noon's growth

Tarjama has been greatly invested in identifying ways to improve processes and adapt its team and service to fit Noon's needs. Weekly, Tarjama monitors every linguist's output quality, constantly adjusting metrics to align better with Noon's expectation. Tarjama focuses on pinpointing common areas in Noon's guidebook that are prone to be overlooked as early as possible. Tarjama creates mini-guides and training sessions based on Noon's guidebook to ensure accurate alignment between Noon and the linguists.

Additionally, Tarjama sets up regular collaborative workshops where Translators, Editors, and Proofreaders exchanged their feedback, knowledge, common issues, and how to avoid them. These workshops are essential in unifying understanding across the 3-layer TEP workflow, enabling linguists at each stage to work smarter and faster over time.

As the ecommerce company expands to international markets, Noon continues its long-term partnership with Tarjama with growing success.