SUCCESS STORY

CATAI
viajemos

atls

THE CLIENT

Catai is a wholesale travel company founded more than 40 years ago. Created by Matilde Torres, the company has distinguished itself for its high quality standards and exacting requirements in its choice and portfolio of suppliers and hotels, thus guaranteeing an exquisite travel experience.

The brand was an independent company until 2016, and is now part of Avoris Travel. In addition to quality, Catai stands out for the flexibility and customisation of its travel portfolio, as well as for its constant innovation in a sector where being a pioneer in technologies and tools is paramount.

THE TRAVELPRICER APPLICATION

With this innovation goal in mind, during 2014 and 2015, Germán Fernández Torres, and the current director of technology at Catai, Emilio Hernández Aguado, devised and developed TravelPricer. The application was created with a view to making the budget and booking process for travel agencies faster and more efficient.

TravelPricer has a travel configuration tool that recompiles the experience of travel agents, using simple language that allows the technical area and the product area to operate independently. TravelPricer was released simultaneously for travel agencies and private users in March 2016.

The launch offered a portfolio of nearly one hundred tailor-made trips. This number has now grown to approximately 1,000 trips and their combinations (including pre and post-extensions). Since its launch, the reservations departments have increased their overall effectiveness.

THE CASE

Following the great success in the increase in reservations in the Spanish market thanks to TravelPricer, the company contemplated a launch into the Portuguese market. Portugal had proved to be a prosperous market in reservations through the Spanish website; a market with sufficient potential to justify a local office and a page translated in-house into Portuguese.

The page was static and didn't allow for dynamic budgeting, so it didn't take into account how quickly prices change when booking flights, accommodation and hotels. The idea was to develop the TravelPricer app localization. However, this could not be done internally with the resources available within the time frame. The aim was to present the already translated and running website in Portuguese at the International Tourism Fair, Fitur 2018.
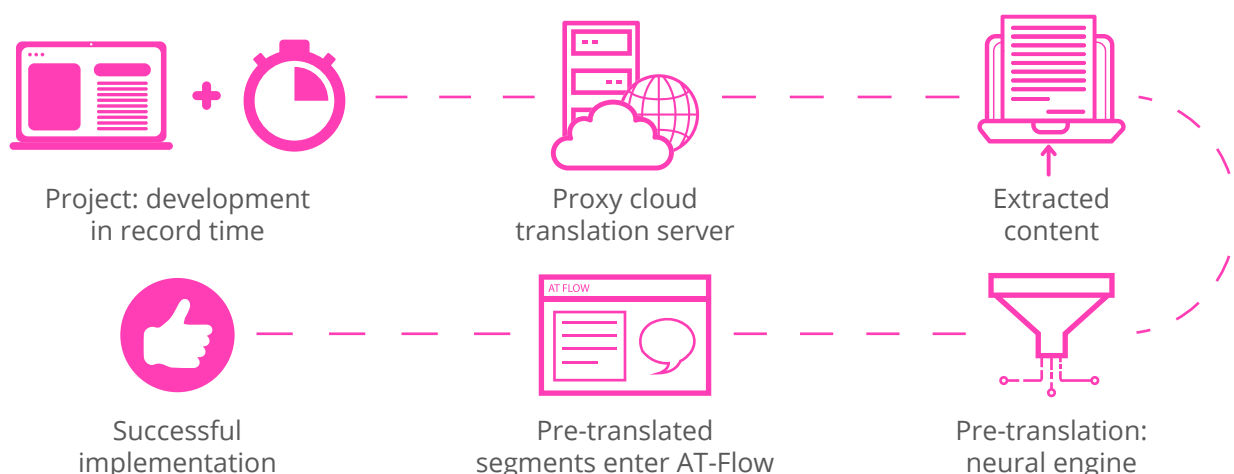
THE SOLUTION

After evaluating various options, Catai chose ATLS to translate the web application. The decisive factor was the promise to deliver the project in record time. This required starting production immediately and simultaneously developing an in-house localisation solution.

ATLS set up a proxy cloud translation server, with automatic pre-translation, in which the extracted and pre-translated contents were then sent to the Catai in-house translation team via the computer-assisted translation tool (CAT) in the AT cloud integration platform, AT-Flow.

PROCESS:

1. The proxy server detects and extracts all new content, enabling a highly dynamic website with constant updates to be translated instantly.

2. The extracted content goes through the translation engine, which returns a pre-translation in Portuguese. The Spanish-Portuguese ATLS engine is a neural machine translation (artificial intelligence), trained with millions of segments of human translation that it learns from, making it a much more accurate engine with a much more natural language than any other engine on the market. This accelerated the launch of the project.

3. The extracted and pre-translated segments are integrated into AT's CAT tool, AT-Flow. Catai wanted to be able to use its own resources (its in-house team of translators). The incorporation of AT-Flow into the translation process allowed them to validate or modify the pre-translated segments themselves from the Catai Portugal office and publish them on the website in real time.

4. With the publication of the already revised content, all the multi-origen dynamic website elements, as well as the TravelPricer application and all its components, are perfectly translated. Even the documents generated by TravelPricer (the downloadable PDF of the budget and the email confirming reservations for agencies) is downloaded and/or sent already translated into Portuguese.

The implementation process was simple and took only two months, requiring only a small modification in the page code.

Project: development in record time

Proxy cloud translation server

Extracted content

Successful implementation

Pre-translated segments enter AT-Flow

Pre-translation: neural engine

THE RESULT

The translated TravelPricer application was presented in Fitur in January 2018. The static and dynamic part of the page, translated and tried-and-tested, was launched and Catai's in-house translation team was trained to use the CAT tool. The translation of the tool was presented with a portfolio of the 100-130 most requested trips in the Portuguese market, which has now grown to 362 quotable online trips, plus pre-extensions and extensions.

Following the launch, a substantial and steady increase in the number of online quotes and a high percentage of immediate conversion has been observed, and this trend continues to rise. Recognition of the brand has also increased in Portugal, which was one of the main objectives of presenting this tool in the country's language.

THE FUTURE

Catai has now been using the solution implemented by AT successfully for two years and it might have been considered a permanent solution. However, Catai's intention was to develop an in-house management system, so both parties agreed to a temporary project.

Key objectives for Catai in the near future:

- Increasing the portfolio of products (trips and extensions).

- Introducing new product lines (such as the recently inaugurated category of "Getaways").

- Continuing the internationalisation strategy in new markets.

After having launched the TravelPricer solution successfully and relatively easily onto the Portuguese market, the firm is studying the possibility of expanding to other markets by translating the tool into other languages.

WHAT CATAI SAYS ABOUT ATLS

According to Emilio Hernández, Director of Technology at Catai, there are three aspects to highlight in the process that have made collaboration with ATLS efficient and successful:

🕐 Time to market

ATLS took only two months to complete the project, from the signing of the project contract to the presentation of the fully functioning web app in Portuguese, (including development, implementation, testing and training).

✓ Simple content administration

The interface is easy to manage by people without technical training. This means that Catai's technical department has been able to distance itself from tasks of content management, which can be managed easily by the translation team.

System speed

One concern was that it might not be as fast as the original page. A latency was added to compensate for the fact that the page made calls to various sources (multi-supplier) to deliver the budgets. Even with latency, and the time the engine takes to display the pre-translation, the difference in load time is practically negligible.

DID YOU KNOW ... ?

In business solutions, we share these three points:

High quality   Custom projects   Ongoing Innovation
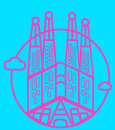
WOULD YOU LIKE SOME MORE?

Do you have a similar translation case you would like to discuss?

Enter your details and one of our advisers will contact you to assess your situation and offer you a solution tailored to your needs and requirements.
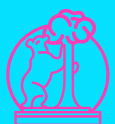
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