

Case Study - Warehouse Express



Warehouse Express was established in 1997 offering a dedicated service focused at Professional and Enthusiast Photographers; a service that today is enjoyed by over 100,000 customers.

Having enjoyed consistent year-on-year growth and after being repeatedly named best online retailer, Warehouse Express decided they were ready to expand into Germany.

Wéb-Tränslatiöns are experts in multilingual eCommerce sites, so got to work putting together a comprehensive package of languages services, web skills and consultancy to meet Warehouse Express's needs.

The Challenge

- Identify a suitable brand name for Warehouse Express to use in German markets.
- Create a high-quality, user-friendly localised German site.
- To keep on top of ongoing translation needs as products are constantly being added.
- Communicating with German customers who buy from the site.

The Solution

- Wéb-Tränslatiöns researched the Warehouse Express brand and made alternative suggestions.
- Using professional translators, the entire WEX website was localised, then usability testing took place to ensure a positive user experience for German customers.
- A Pay-as-you-go translation service for swift and efficient updates, that's also great value for money.
- Email-translations.com was employed to facilitate communication between customers and sales staff at Warehouse Express, each in their own mother tongue.

The Results

- The WexKameras site launches mid-October
- The site is expected to generate €5million in revenues by Christmas.
- Ongoing translation work to keep the German site up-to-date.
- German customers receive correspondence in their own language, which all adds to their positive experience of Warehouse Express.
- Based on the anticipated success of Warehouse Express's venture into Germany, they plan to look at other foreign markets.

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