DeepL

CASE STUDY

When unprecedented growth meets high-quality translation

How Czech e-commerce giant Alza is using DeepL to enter new markets

Key takeaways

- **Alza,** an ecommerce giant known as the "Czech Amazon", uses the **DeepL API** to localize its website in 5 different European languages.

- Alza made the switch to DeepL from another API in mid-2021 due to DeepL's superior translation quality.

- Better quality translates to thousands of euros per month saved in operating costs, as Alza's human proof-readers spend significantly less time correcting DeepL translations and can focus on higher-impact projects.

Alza: The "Czech Amazon"

E-commerce giant Alza has been referred to as the "Czech Amazon." Since its beginnings in 1994, Alza has grown from exclusively an electronics shop to a complete marketplace with inventory ranging from mobile phones, laptops, and video games to pet supplies, cosmetics, and household appliances.

alza

Industry

E-Commerce

Key Markets

Czechia, Hungary, Slovakia, Germany, Austria

Key Languages

Czech, Slovak, Hungarian, German, English, French

DeepL Products

API

With over 3,000 employees, Alza is growing over 20% annually and has expanded into Central Europe and the United Kingdom over the past five years.

> To thrive in new markets, Alza needed high-quality translations without overburdening its localization team with manual corrections. Enter DeepL!

Making the Switch to DeepL

In March 2021, DeepL added Czech, Slovak, and Hungarian to its supported languages (as well as **ten additional languages)**. Alza took notice and after some quality testing, discovered DeepL to be a superior product to the translation API they had been using. They migrated to the **DeepL API** in the summer of 2021.

"When DeepL began supporting Czech and other key languages, we were quite surprised with the **difference in quality.** It sounded much more natural, so we decided it was worth it to make the switch," said Jakub Kalina, the head of Alza's Localization team.

> The quality improvement has had a massive impact on productivity.

"Our proofreaders go through product texts that have been machine-translated and review them. They have much less editing work now, and it is much faster to correct translations," Jakub continued.

The DeepL API has also made it easier to translate Alza's large volume of user reviews, giving customers quality assurance while they buy online. So far, Alza has translated hundreds of thousands of reviews from Czech into German and Hungarian—resulting in a significant increase in the conversion rate.

User manuals are also important to electronics customers, which Alza tackled with DeepL's new PDF translation feature, something Jakub says the company had been waiting for.

The caliber of DeepL's translations means they can send translated user manuals straight to the website, often with no proofreading required.

A Measurable Impact

The switch to DeepL was quick and seamless:

The migration to DeepL from Alza's previous translation API took less than one week.

The effect was immediate.

After the switch, proof-readers began working far more efficiently, reducing operating costs by thousands of euros per month.

> For some DeepL language combinations, we almost need to do no checks after the machine translation.

As a Head of Localization, Jakub has closely followed the state of machine translation over the past few years: "I still remember some automatic translations from five, six, ten years ago, and there is a huge difference. For some DeepL language combinations, we almost need to do no checks after the machine translation."

What's next for Alza?

Unparalleled growth is promising more translation projects, and Jakub foresees a high-volume future for his team.

"Thanks to a significant cost reduction and freeing up our translators' time, we can now take on new translation projects, so it looks like our translation volume will continue to grow —it could even double or triple in the coming months."

Martin Múčka, Veselí nad Moravou
Rated 25/10/2021, variant NESPRESSO Krups Inissia XN100110, white

★★★★★ ⊘ Verified purchase

➕ Small and super coffee machine, great workmanship

➖ nothing

Automatic translation

Miroslav, Praha 6 - Veleslavín
Rated 30/08/2021, variant NESPRESSO Krups Inissia XN100110, white

★★★★☆ ⊘ Verified purchase

➕ price
➕ doing what he's supposed to do
➕ doesn't take up much space
➕ many types of capsules
➕ capsules can be recycled
➕ easy operation

➖ none

Automatic translation

Ivo, Vestec
Rated 23/07/2021, variant NESPRESSO Krups Inissia XN100110, white

★★★★★ ⊘ Verified purchase

➕ Small size, nice design, easy to use

Automatic translation

Get in touch

If your team is looking for top-quality machine translation that'll help you cut back on operating costs and grow your business.

Contact us to learn more