



# KoRo spends 80-90% less time on translation with DeepL API

German e-commerce food brand KoRo Handels GmbH saved time for translation teams and improved customer experience with DeepL API

<b>Industry:</b> Retail	<b>Key Markets:</b> Europe, United Kingdom, United States	<b>Key Languages:</b> English, German, Spanish, French, Dutch, Italian, Finnish, Czech, Polish, Danish, Portuguese, Swedish, Greek	<b>DeepL Products:</b> API
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## Key takeaways

KoRo faced challenges in managing dynamic multilingual content as they expanded

KoRo integrated DeepL's API to automate translation of various content types into 15 languages, reducing translation time by 80-90%

KoRo's team praised DeepL's simple integration and significant reduction in manual translation workload

## Meet KoRo

KoRo is a leading food brand for healthier and more sustainable vegetarian and vegan food products. With a presence in 17 countries, KoRo offers a wide range of products—from dried goji berries to walnut butter—to tempt their customers' tastebuds.

To guarantee a positive customer experience, KoRo places a strong emphasis on providing high-quality content in the local language of each market they serve.



## “Our goal is to offer a great user experience, no matter what language you speak”

As KoRo expanded into new markets, they faced the challenge of translating large volumes of content into multiple languages.

Like many e-commerce brands, much of KoRo’s content is dynamic, such as customer reviews. Manually translating hundreds of new customer reviews every week was time-intensive and impractical. Automating the process with DeepL API had a positive impact on KoRo’s workflows. Providing reviews across markets helped KoRo reach their business goal of “offering a great user experience, no matter the language.”

Manual translation was time-consuming and expensive, and it was difficult to maintain consistent quality across different languages.



KoRo needed a solution that could support many languages and deliver high-quality translations quickly and cost-effectively.

## Automatic translation gives KoRo a competitive advantage

To overcome their struggles with multilingual dynamic content, KoRo integrated DeepL API into their operations. This allowed for automatic translation of various content types, including static webpages, product descriptions, customer reviews, and customer-submitted recipes.

In the case of customer reviews and recipes, KoRo was able to completely automate their processes. This lifted the burden off their translation teams, allowing translators to focus their efforts on manual review of higher-value assets. With DeepL's advanced machine learning technology on their side, KoRo could quickly and efficiently translate content into 15 languages. On the customer side, translated product reviews offer an improved shopping experience.

KoRo is convinced that this gives them “a huge advantage compared to the competition.”

## 80-90% time saved by automation whose quality “simply beats Google”

By using DeepL API, KoRo has achieved significant time and cost savings. They now save 80-90% of the time previously spent on customer review translation and 60-80% of the time needed to translate customer-submitted recipes. This has allowed KoRo to focus their translation efforts on higher-priority tasks, resulting in more productive teams.

In addition to saving time, KoRo has also seen improvements in the quality of its translated content. DeepL API's accurate and human-like translations help KoRo to “deliver a consistent translation quality across all markets, even when [they] don’t have the capacity to translate content manually.”



80-90 % time savings compared to previous customer review translation processes



This leads to a better customer experience on the website overall and a more inclusive experience in which "language isn't a barrier to enjoying content."

KoRo's translators are impressed with the quality of DeepL API's translations. They chose DeepL because its quality "simply beats Google in many situations" and because its automatic translation is "very, very good with short sentences, keeping it clean and contextual"—ideal for customer reviews.

From a developer's perspective, the integration of DeepL API was easy. KoRo's developers say that "the connection was simple and straightforward."

Overall, KoRo is extremely satisfied with DeepL API. The solution has helped them overcome the challenges of multilingual content translation and automate tedious processes to save time. **Most importantly, automatic translation helped KoRo improve customer experience across their diverse markets.**

#### Get in touch

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

[Contact us to learn more](#)

People and their communication challenges are at the heart of everything we do. Founded in 2017 by German researchers, DeepL is the world's most accurate AI technology, enabling real-time human-sounding translation. Accessible across the web translator, browser extensions, desktop and mobile apps, and an API, DeepL supports a best-in-class translation experience in over 30 languages.