



PAULA'S CHOICE SKINCARE

Industry: Retail and Consumer

Founded: 1995

Headquarters:
Europe: Amersfoort, Netherlands
US: Seattle, WA

Employees: 200 worldwide

Solution elements

Trados® Enterprise

Paula's Choice deploys Trados Enterprise in just two days to support rapid growth

Paula's Choice is a global skincare brand offering proprietary products, skincare research and online shopping tools. Part of the Unilever Prestige Brand division, it is active online in over 20 countries worldwide, and is selling in physical stores in six European countries (Netherlands, Germany, United Kingdom, France, Denmark and Belgium). Localization is managed by in-house copy writers, who collaborate with several language service providers (LSPs).

The challenge

With ambitions to grow quickly and expand into new markets, Paula's Choice was in danger of fast becoming a victim of its own success. While achieving hypergrowth in Europe, they were struggling to keep up with the demand for new content to be delivered in new languages for their ever-growing ecommerce websites.

It soon became apparent that the way they were working was not scalable and they would struggle to keep pace with the company's rate of growth. Exporting and importing files for translation was time consuming and error prone. They did not have in-house translators for all languages, so external translation agencies needed to be onboarded – which takes time. Translators were putting their translation directly into the HTML code – thus increasing the risk of errors being introduced into the system.

As they were experiencing tremendous growth, they desperately needed a more efficient and smarter solution if they were to continue to expand rapidly into new markets.

Challenges

- Overall processes were manual and slow (with it taking up to an hour to export and import an article in one language)
- The manual translation of HTML pages was error-prone and risky
- The back-end technology infrastructure was at risk due to access control issues
- There were no in-house linguist resources for all languages

A super adaptive approach moves very fast, forcing the elimination of any unnecessary tasks and focusing only on resolving the current problem.

Given these challenges, Paula's Choice were looking for a solution that automated as many manual tasks as possible.

The solution needed to integrate with their Salesforce Commerce Cloud platform and provide workflow automation for the entire translation process. The user interface and translation editor would need to be easy to understand and available to both their external translation partners as well as internal staff.

And it was important that any solution was capable of taking advantage of Translation Memory (TM) technology, as that would help speed up translation turnaround times and reduce costs.

The solution

One of their LSPs recommended RWS, as they were already a user of and familiar with RWS's Trados translation software. As a result of this, Paula's Choice investigated RWS's translation technologies and requested information about their Salesforce connector.

After due process, Paula's Choice chose RWS as a supplier for a number of reasons, including the ability and willingness to work together, the commitment to finding practical solutions, and because they were able to provide a pilot.

It was agreed that the pilot would be a Danish version of the website.

Four teams participated in the pilot: one each from Paula's Choice, their LSP, the implementation partner Emakina Group, and RWS. An onboarding kick-off meeting and demos were held for all stakeholders – with discussions focused on mapping out workflows.

Through an innovative 'super adaptive' and collaborative approach, together with dedication from everyone involved in the pilot, Paula's Choice were able to implement Trados Enterprise for their Danish ecommerce website, using a connector to Salesforce Commerce Cloud, in just two days.



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Solution

- Danish pilot completed – from start to finish – within two days
- Four teams participated in the pilot: a Paula's Choice team, their LSP, the implementation partner Emakina Group, and RWS
- Fifteen key stakeholders from Paula's Choice were involved in the pilot to ensure buy-in for the solution
- An innovative super adaptive approach facilitated rapid approval, implementation and launch

One of the key objectives of the pilot was to help the Paula's Choice team understand how the solution could benefit their business. Fifteen internal stakeholders participated, including marketing, development, and content, so everyone understood the solution.

The pilot provided a number of important lessons that helped with subsequent rollouts in other countries and languages.

For some languages, the team found they could use a 'big bang' strategy and translate everything at once, but for other countries a more gradual strategy was ultimately more efficient.

The results

Now the team at Paula's Choice feel that the impossible has become possible. Seemingly insurmountable hurdles to growth have been removed, allowing them to scale quickly and grow rapidly.

Within four months of the Danish website launch, sales in Denmark gained momentum and reached triple-digit growth.

Trados Enterprise's rich features are now an integral part of the company's growth strategy because of its efficient automations and support for the leanest possible workflows.

Jesse Hanse, the Ecommerce Manager at Paula's Choice, appreciated RWS's open mindedness, the willingness to work with them on a pilot, and their flexibility to take a super adaptive approach to the requirements.

"We formed a true partnership with RWS due to the great teamwork and collaboration we experienced," says Hanse. "Trados Enterprise is a must-have to support our growth. We could not have done this without it."

Paula's Choice is planning to continue their expansion in the European market in coming years and is looking to expand the use of Trados Enterprise to other departments at Paula's Choice, such as email marketing.

Hanse summarizes their journey with RWS and Trados Enterprise by saying, "We are ready for the future with RWS."

"Now a new language is one click away for us!"

Jesse Hanse, Ecommerce Manager, Paula's Choice



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About RWS

RWS Holdings plc is the world's leading provider of technology-enabled language, content management and intellectual property services. We help our customers to connect with and bring new ideas to people globally by communicating business critical content at scale and enabling the protection and realization of their innovations.

Our vision is to help organizations interact effectively with people anywhere in the world by solving their language, content and market access challenges through our collective global intelligence, deep expertise and smart technology.

Customers include 90 of the globe's top 100 brands, the top 10 pharmaceutical companies and approximately half of the top 20 patent filers worldwide. Our client base spans Europe, Asia Pacific, and North and South America across the technology, pharmaceutical, medical, legal, chemical, automotive, government and telecommunications sectors, which we serve from offices across five continents.

Founded in 1958, RWS is headquartered in the UK and publicly listed on AIM, the London Stock Exchange regulated market (RWS.L).

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