



To better serve its increasingly multilingual clientele, one of the largest and most well-known cruise lines in the world wanted to develop a way to manage its multilingual materials consistently across the company. By developing a proprietary software application that centralized and automated the client’s core information authoring process, as well as implementing a rapid-response translation service and multilingual language support portal, Translations.com created a customized language solution that has resulted in significant time and cost savings for the cruise line.

The Client:

Founded in 1968, Royal Caribbean International (RCI) is one of the world's leading cruise lines. Serving more than 170 destinations on six continents, RCI boasts a truly international client base. With an active fleet of more than 20 cruise ships with amenities like surfing simulators, rock-climbing walls, and ice-skating rinks, RCI offers itineraries and activities designed to appeal to every taste, energy level, age group, and nationality.

The Challenge:

As Royal Caribbean International continued to expand its service beyond the Americas, the cruise line was seeing a steady increase in the percentage of non-English-speaking guests. In order to provide the best service possible to this global customer base, RCI decided to invest proactively in developing their multilingual communication capabilities.

RCI realized that they needed to develop a way to manage marketing and onboard passenger information consistently across the company. With a wide variety of content (onboard materials, port-of-call descriptions, marketing materials, directions, emergency instructions, etc.) and translation needs that varied significantly from ship to ship, the project would be complex. Additionally, because of the dynamic nature of the cruise industry, many of RCI's translation projects would need to be completed in very rapid turnaround times.

“Since RCI began working with Translations.com in 1999, the combination of custom language applications, flexible and scalable service delivery, and multilingual brand management techniques has resulted in a complete language capability overhaul for the company. Today, language issues, which once ranked consistently in the top 5 on RCI’s list of passenger experience reporting issues, no longer register as a measurable concern.”

– Royal Caribbean International

The Translations.com Solution:

Translations.com first identified the critical languages for each type of content submitted by RCI and presented the company with findings and recommendations on content selection, style guidelines, and multilingual brand management. During this effort, English-language terms and phrases were standardized for the first time, allowing for consistent delivery of core branding messages across global markets.

With RCI's style guidelines in place, Translations.com developed the proprietary software application, FluentSeas, which automates crew-initiated creation of daily onboard newsletters into specified languages. FluentSeas allows each ship’s personnel to create multilingual newsletters in minutes via a menu-driven application that provides access to stored translation segments. The results are significant time savings, brand message consistency, and improved quality.

Finally, Translations.com created the RCI Help Desk to manage a 24-hour rapid-response translation service that enables different RCI ships to submit urgent requests for translations needed in the course of a cruise. This multilingual support portal delivers customized dynamic content for every ship in the fleet.

Working together, Translations.com and RCI were able to develop a customized, company-wide solution that has allowed RCI to provide better client service to its guests from around the world.