

Fresha's journey to global market success

About Fresha

Headquartered in London, Fresha is a beauty and wellness platform that connects customers with local salons and spas through its online marketplace. These local businesses use Fresha to attract and retain clients and its software and financial technology solutions allow them to manage and run their businesses.

Project Overview

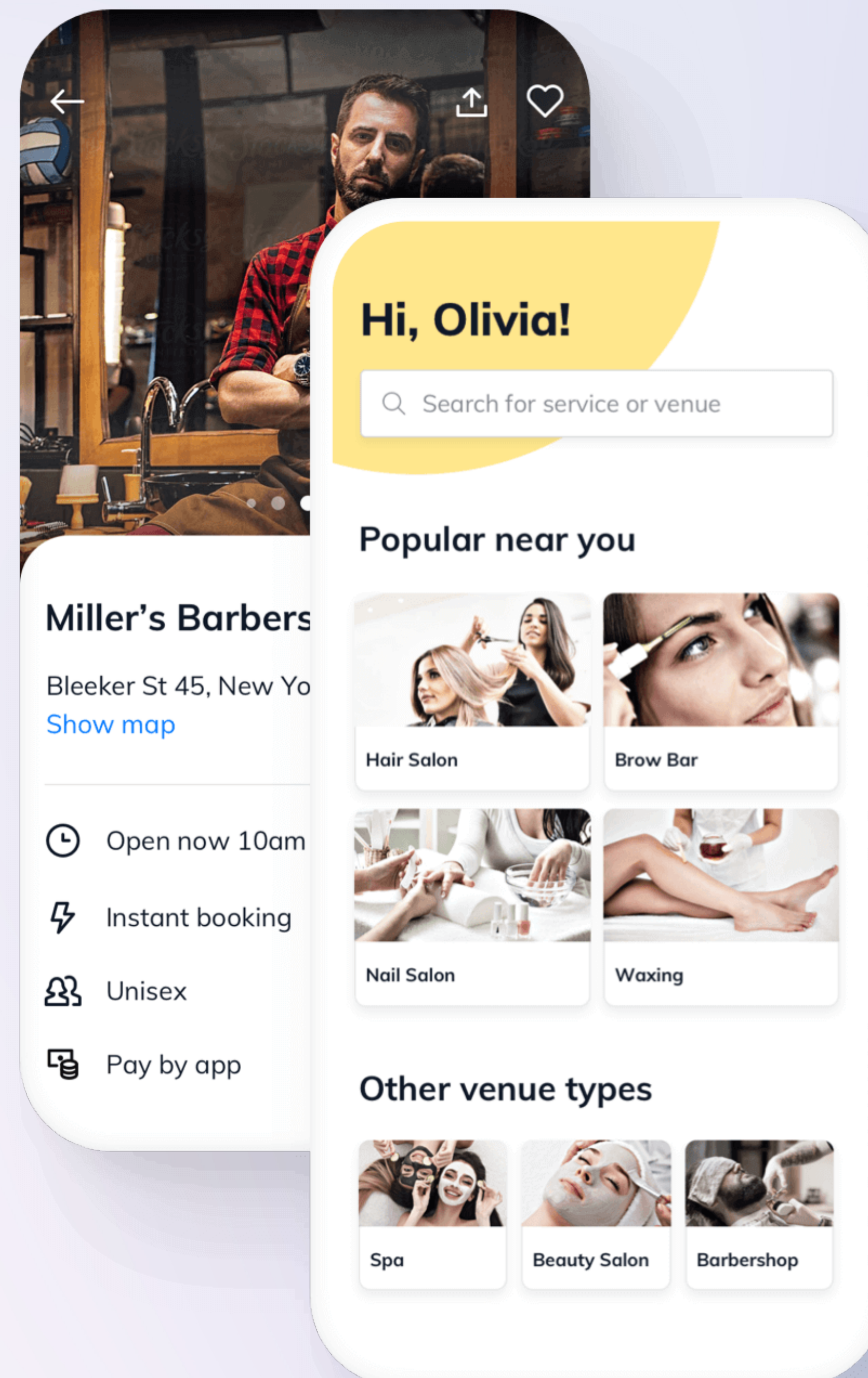
Fresha

Health & Lifestyle

The world's top booking platform for salons and spas

Localisation efforts

628,000 words translated across six language combinations



Marketplace platforms have become a popular way to connect buyers and sellers in a variety of industries, and the beauty industry is no exception. Fresha came onto the scene in 2015 and quickly established itself as the go-to platform for beauty and wellness businesses and their customer base.

Fresha's software consolidates everything customers need in one place. It simplifies finding new salons and spas, managing appointments, processing payments and discovering new sales or offers. For businesses, it offers a tool for efficient appointment scheduling, payment handling, promoting deals, managing inventory and even establishing an online storefront for products.

Scalability has been essential for a digital product like Fresha to be able to expand into new global markets. This is only possible with an effective language strategy. Connecting with businesses and their customers in different countries requires expert knowledge of local culture and language. This is why Fresha prioritises accessibility through localisation for their platforms, and why they came to Sandberg as a localisation partner.

Through our collaboration with Fresha, Sandberg has shown how teaming up with a flexible and reliable localisation partner helps a growing company mature their workflows and explore best practices.

Book lokale skønheds- og wellness-tje

🔍 Alle behandlinger

📍 Nuværende place

📅 En hvilke...

Søg i Fres

Kategorier

Hair &
Styling

Negle

Øjenbryn og
øjenvipper

Massage

Barbering

Hårfjerning

Ansigtsbeha
ndling

Fillers

435.464 aftaler er

The collaboration

The collaboration between Sandberg and Fresha started in January 2023, when the beauty and wellness platform needed a reliable partner for their localisation needs into the Nordic languages, Dutch and German. Their previous approach was not working, as they had one project manager handling more than fifteen language combinations and struggling to find affordable suppliers, resulting in lower-quality localisation.

Fresha's software required a flexible language service partner that could work with their tech stack and multifaceted content. As an agile tech company, they required a partner willing to adapt to any changes they might implement in their internal localisation management processes.

Sandberg provided the necessary flexibility and agility to allow Fresha to thrive as a business. Our significant expertise in all parts of the localisation process allowed us to help the platform penetrate the northern European market and build a better language strategy for long-term localisation success.

Languages



English



Danish



Swedish



Finnish



Norwegian



German



Dutch

Content localised

- Business app content and B2B landing pages
- Consumer app content – booking platform
- Emails (HubSpot, marketing, promotions, products, templates etc.)
- iOS screenshots / UI
- Messaging (notifications - email & SMS)
- Blog content
- Help centre content for their partners and consumers
- Product launches

Services offered:

- Project management
- Translation
- Revision
- Machine translation post-editing (MTPE)
- Quality Assurance (in-context review)
- Terminology and glossary management

File formats used:

Crowdin formats:

- .pot
- Json
- Xml

Other formats:

- PNG
- Excel
- PDFs

Flexible and agile adaptation to client workflows

Like many tech companies, Fresha integrates multiple platforms into the creation of their content and products. For our team, this meant adapting to their workflow to make the localisation process as seamless as possible, using tools like Crowdin, HubSpot, Google Workspace and Slack, as well as reference materials like Fresha's website, online glossaries and keyword sheets.

Sandberg provided Fresha with continuous localisation services, beneficial for digital products undergoing frequent updates and improvements. Our team regularly checked for any new content requiring localisation to ensure the platform's seamless operation. We were also able to expand the language combinations we offered Fresha by taking on some English-German work later in the collaboration.

Our partnership evolved with the integration of Machine Translation (MT) into Fresha's localisation strategy. Sandberg continued to support them by switching to MT post-editing services to replace the fully human translation process.



Sandberg is your centre of excellence for communications in northern Europe

With 25 years' experience, we've got the know-how and expertise to guide you through every step of the localisation process.

To find out more about how we can help you, get in touch online or email info@stptrans.com

stptrans.com