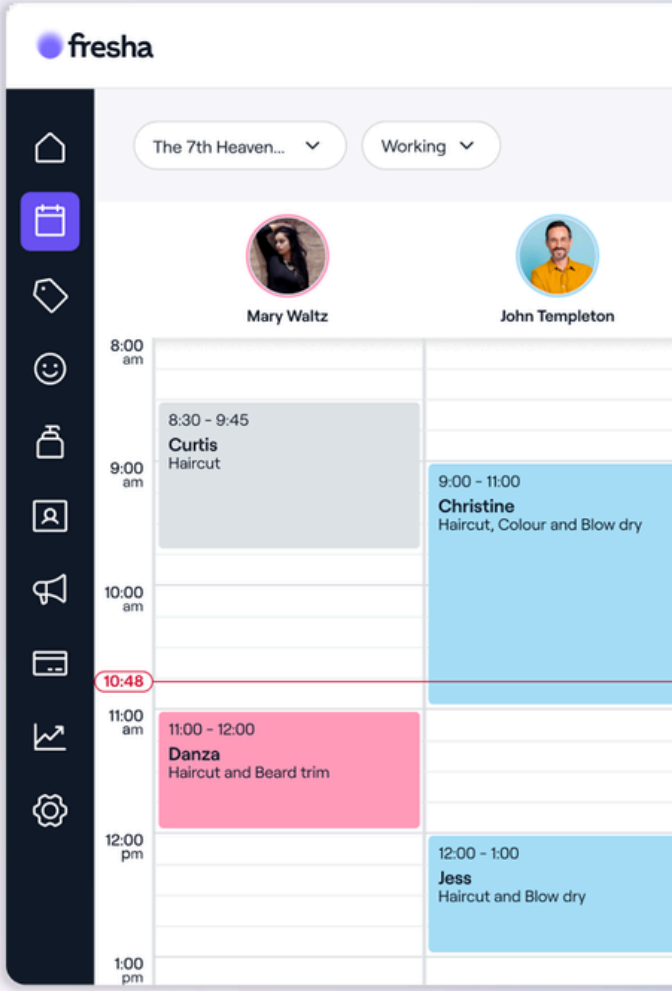
CASE STUDY: SOFTWARE AND TECH

Fresha

A beauty and wellness platform requiring continuous localisation for six new markets

Read



Fresha

Fresha is a London-headquartered beauty and wellness platform that connects customers with local beauty and wellness businesses through its online marketplace. Those businesses use Fresha to attract and retain clients, and its software and financial technology solutions help them manage and run their operations.

Localisation programme at a glance

6 new markets
Germany, Sweden, Norway, Finland, Denmark, the Netherlands

Self-service localisation workflow

Planned sprints

Working within Fresha's tools

German added within days

625,000+
words localised

£100,000+
localisation budget

The challenge

Fresha needed a partner to simplify localisation workflows and keep pace with product updates. Four problems stood in the way.

Pain points

Lagging releases

Content updates reached local languages late, which slowed Fresha's market entry.

Limited resources

Each new language meant sourcing resources in a hurry, which delayed launches.

High overhead

Several freelancers meant project management, chasing updates and invoicing.

Small team

One person handled over 15 language combinations for the whole programme.

WHAT FRESHA NEEDED

Simpler workflows
Streamlined localisation workflows

Release pace
Updates in step with the product

Lower overhead
Less operational load on the team

How we helped

One point of contact

Sandberg became Fresha's external localisation management partner, with one dedicated point of contact across channels. Several freelancers no longer needed managing.

Continuous localisation

Instead of waiting for handoffs, Sandberg runs a self-service workflow on planned sprints, with agreed turnaround times, key performance indicators (KPIs) that track the standard, and monthly invoicing cycles.

Automated reporting

Sandberg's reports automate invoicing, so Fresha sends no handoff emails or word counts. Consistent turnaround keeps localisation in step with releases, so the internal team can focus on growth.

Working inside Fresha’s tech stack

Built into Fresha’s tools

Sandberg works where Fresha’s teams already work: content created in HubSpot, docs and assets shared in Google Workspace, continuous localisation in Crowdin and instant project manager support in Slack.

Impact

Less overhead

A single point of contact means less project management overhead for Fresha.

Faster releases

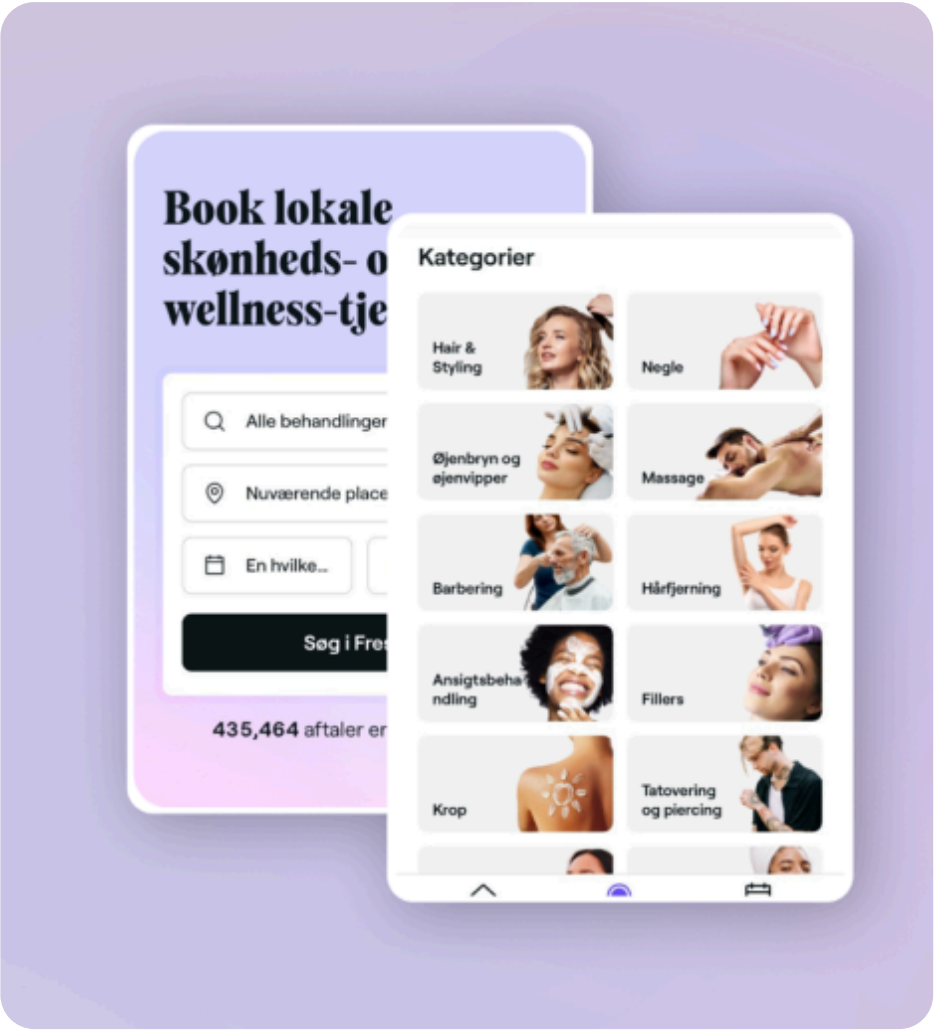
Continuous localisation replaces batches, so updates go live sooner, with prompt support.

Quick launches

New languages, such as German, launch quickly while existing markets stay up to date.

Consistent brand voice

The same linguists work on the content, so they know the brand and keep terminology consistent.



Keep product releases in step across every language

We fit into your systems and your sprint cadence. Our AI workflows run under the oversight of linguists, so each release reaches every market on time.

Find out more on our software and tech page →

Talk to us

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