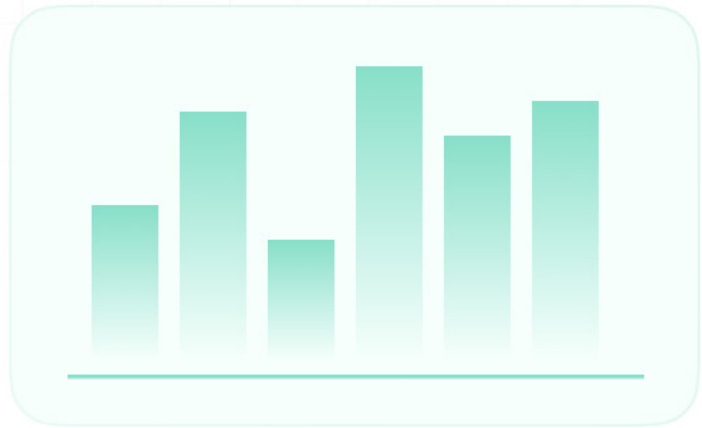




Achieving Up to 75% of Translations Ready for Publication with AI – Polhus Localization with Crowdin



75%



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Anton Troedson, CTO



COMPANY

Polhus

INDUSTRY

Prefabricated
Wooden Houses

www.polhus.co.uk

Challenge: Scaling Multilingual Content for a Global Audience

Polhus recently launched a new website design, which included a complete overhaul of its Swedish content. To maintain quality across all existing markets, this redesign required redoing translations in all previously available languages.

For this project, they've localized the website's text. This includes product descriptions, specifications, checkout texts, first-page content, and articles. In total, CMS contains over 30 different data models, all requiring some degree of localization.

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FUNCTIONALITY USED

- [Crowdin DatoCMS](#)
- [AI Pre-translation](#)

KEY RESULTS

- Up to 75% of website translations were translated by AI and ready for publication without any edits, while 100% were reviewed by humans.
- Savings of approximately \$80,000 and dozens of hours compared to traditional methods.
- 7 languages, totaling around 1.6 million words

Solution: Crowdin's AI-Powered Workflow and DatoCMS Integration

Step 1: Translating the Company Glossary

Before starting with the website content, Polhus translated their glossary of specialized terms. By defining key terms upfront, they ensured consistent use of technical language across all translations.

|| We're in a special segment where there's a lot of technical words in each language, words that are important to get 100% right as they project our knowledge. Our glossary was the foundation. Once it was translated, we had a reliable base for the AI to work with,

said Anton

Step 2: Setting Up the Localization Workflow (AI Pre-translation, CMS integration)

- **Integration with DatoCMS:** Integrating Crowdin with Polhus' content management system through the [Crowdin app for DatoCMS](#) took just a few clicks, enabling fast synchronization of website content for translation.
- **AI Translations:** Using the OpenAI (ChatGPT 4o) model, Crowdin's AI pre-translation feature handled the majority of the content. Depending on the language and content type, 75% of the translations remained unchanged after AI processing, with minimal adjustments made by proofreaders editing and cultural adaptation playing complementary roles.

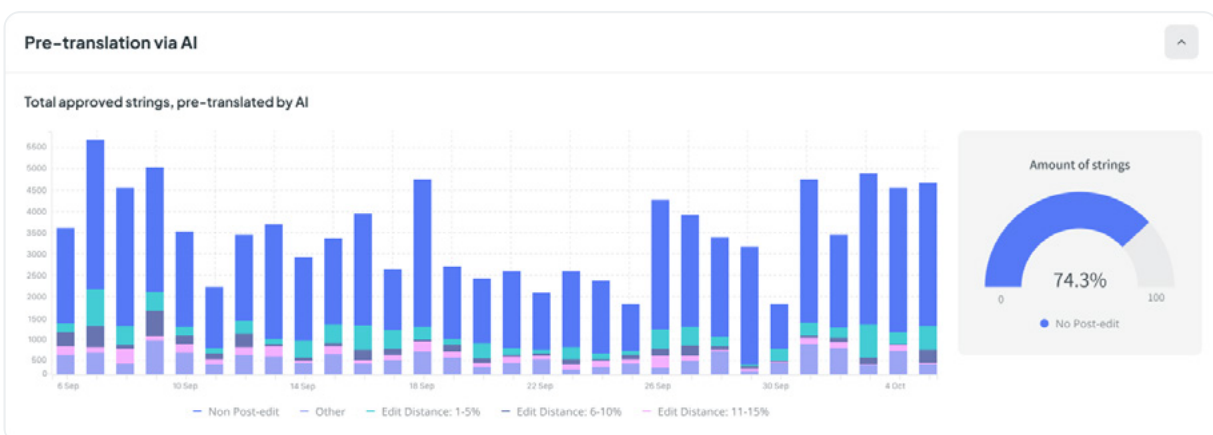
|| 1.6 million translated words and your module synced them all back to DatoCMS without any hiccups. I'm speechless,

Anton shared.

- **Human Review:** A team of 8 experts – (mostly) internal and external professionals (linguists with expertise in the field Polhus works at)– reviewed 100% of the AI-generated translations, focusing their edits on the 25% that needed improvement.

Results: Cost and Time Effective, High-Quality Translations

- **75% AI-Generated:** OpenAI-powered translations were publication-ready for 75% of the content, requiring minimal adjustments.
- **Glossary-Driven Consistency:** The pre-translated glossary ensured precise terminology throughout the localized content.
- **Human-Led Quality Assurance:** 8 reviewers edited only 25% of the material, finalizing translations in record time.
- **Significant Savings:** Polhus saved up to \$80,000.
- **Rapid Turnaround:** Initial translations were ready within a few days after setup, saving dozens of hours compared to traditional methods.



With Crowdin, we've achieved a balance between automation and human expertise that ensures both speed and quality,

Anton explained.

Key Insights from the Polhus Workflow

1. **Start with a Glossary:** Translating the glossary first created a strong foundation for accurate and consistent AI translations.
2. **Efficient Use of AI:** Crowdin's auto-pre-translation feature enabled fast, high-quality translations for technical content.
3. **Human Review for Perfection:** A small, expert team reviewed and fine-tuned translations with minimal effort. It's essential to involve proofreaders who have expertise in the specific type of content you're working with to ensure accuracy and relevance.
4. **CMS <> Crowdin Integration:** The DatoCMS app on Crowdin Store streamlined content synchronization and management.



Crowdin made localization not only manageable but also affordable. It's the perfect partner for companies looking to go global. I'd recommend Crowdin for its user-friendly interface and flexibility. It's easy to set up, and you can use AI as it is or fine-tune it to suit your needs. Plus, the platform allows everyone on our team to customize their workflows, enabling each person to work in the way that's most comfortable and efficient,

Anton concluded.

Inspired by Polhus' success?

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