



Turkish Airlines deploys a global platform with 250 sites in 13 languages



Turkish Airlines wanted to modernize their web presence and customer experience. Because EXLRT understands the challenges between local, global, and glocal, they identified Tridion Sites as the right fit for their needs.

www.turkishairlines.com

Industry
Airlines

Headquarters
Istanbul

Size
35,000+ employees

TURKISH AIRLINES FOLLOWS ITS MISSION STATEMENT

“To become the **preferred leading European air carrier** with a global network of coverage thanks to its strict compliance with flight safety, reliability, product line, service quality and competitiveness, while maintaining its identity as the **flag carrier of the Republic of Turkey** in the civil air transportation industry.”

Turkish Airlines were clear that to fulfil their mission statement they needed to modernize their online presence and customer experience. Taking into consideration the magnitude of their services and global presence, the need for a modern, robust and reliable global CMS platform was identified.

IMPLEMENTATION OF TRIDION SITES

Scope of work

After thoroughly analyzing all the requirements Turkish Airlines decided that RWS's Tridion Sites platform – an enterprise-level solution that offers an integrated approach to content management across multiple websites, multiple channels, in multiple languages – fitted the requirements perfectly.

EXLRT was chosen as the implementation partner.

The scope of work covered:



1. Functional and technical specification
2. Installation and configuration
3. Blueprint design and setup
4. Content personalization
5. Custom training delivery
6. Search Engine Optimization
7. Application Lifecycle Management / Support and maintenance
8. Requirements workshops
9. Development, testing, acceptance and production (DTAP) deployments
10. Content management
11. Implementation of Tridion Sites web content management system across all websites based on the customer's design
12. Integration with translation, DAM and other services
13. Production websites rollout



GLOBAL PLATFORM WITH 250 SITES IN 13 LANGUAGES

EXLRT delivered a global platform with **250 sites in 13 languages**.

The platform was designed adhering to strict guidelines and design methodologies, enabling the delivery of information across relevant markets and regions to reflect the specific needs of Turkish Airlines, with the added ability to target specific audiences.

As such, Tridion Sites enables Turkish Airlines to easily manage all their multi-country and multi-language requests in one place, and by employing specialized parts of the platform, Turkish Airlines can now serve up personalized content based on numerous criteria to achieve better market penetration and customer experiences.

HOW WAS THIS ACHIEVED?

The personalization capabilities alone have resulted in **much higher conversion and retention rates**, while the new platform overall has **exceeded all expectations**.

Having Turkish Airlines' mission statement (to become the leading European air carrier) in mind, EXLRT aimed to deliver the best possible quality in terms of both services and implementation. This in turn meant that all the project phases and building blocks were planned and engineered to be robust, reliable, scalable and modular, and finally, high performing – all in line with the strict requirements of the volatile airline and transportation industry.

FOCUS ON:



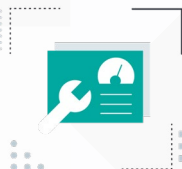
Planning and change management

The size of the project.



Team communication and coordination

The number of involved teams, time zones, cultural differences, etc.



Performance optimization

Scaling the number of concurrent and total users.

SCRUM METHODOLOGY

Keeping in mind the challenges and the project requirements, SCRUM was chosen as the main agile methodology, with biweekly sprints and daily stand-up meetings.

Besides all the other advantages that SCRUM offers, having core functionality that can then be extended in later sprint iterations proved to be one of the key benefits.

After the planning phase, the focus shifted towards delivering a strong design that would serve as a stable foundation for future work. With the foundation in place, and by employing standardized EXLRT guidelines and adhering to customer requirements, the system architecture was set. By fully utilizing Tridion's Blueprint technology, the structure of the new website was created in such a way that it made it easy to add or modify languages and countries. This proved to be an invaluable feature for Turkish Airlines, enabling them to easily deliver new (localized) sites to new markets very quickly.

CUSTOM SOLUTIONS GUIDED BY CUSTOMER REQUESTS

During the implementation phase, EXLRT delivered customized solutions guided by customer requests – all in line with standardized EXLRT and industry guidelines.

Special attention was given to code quality, load simulations and testing with historical data acquired from the previous website traffic and future estimates. Another key focus during this phase was continuous integration with external Turkish Airlines services and modules like booking applications, mobile and tablet applications, SEO crawlers and other data analyzers and tools.



STABILITY, USABILITY AND HIGH PERFORMANCE

Production website rollout was done in stages, with Japanese and American users transferred to the new website first.

After rigorous monitoring, testing and analysis of customer behaviour patterns, gradually all the other countries and regions were moved over. During this period, the main focus was on ensuring website stability, usability, high performance and developing a disaster recovery strategy. The latter two were ensured by both EXLRT and Turkish Airlines creating a wide variety of monitoring systems, failover mechanisms and redundancy.

FUTURE PLANS

The focus in the future will be on personalization, design and performance improvements that deliver additional customer benefits like faster, more reliable and stable websites, more relevant content, and better user experiences.



Discover more of our customer stories

[rws.com/customers](https://www.rws.com/customers)

About RWS

RWS Holdings plc is a unique, world-leading provider of technology-enabled language, content and intellectual property services. Through content transformation and multilingual data analysis, our unique combination of technology and cultural expertise helps our clients to grow by ensuring they are understood anywhere, in any language.

Our purpose is unlocking global understanding. By combining cultural understanding, client understanding and technical understanding, our services and technology assist our clients to acquire and retain customers, deliver engaging user experiences, maintain compliance and gain actionable insights into their data and content.

We work with over 80% of the world's top 100 brands, more than three-quarters of Fortune's 20 'Most Admired Companies' and almost all of the top pharmaceutical companies, investment banks, law firms and patent filers. Our client base spans Europe, Asia Pacific and North and South America. Our 65+ global locations across five continents service clients in the automotive, chemical, financial, legal, medical, pharmaceutical, technology and telecommunications sectors.

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

For further information, please visit: www.rws.com

© 2023 All rights reserved. Information contained herein is deemed confidential and the proprietary information of RWS Group*.

*RWS Group shall mean RWS Holdings plc for and on behalf of its affiliates and subsidiaries.