



This case study was developed with a client of SDL, which is now part of RWS Holdings plc



China Airlines launches new websites with Tridion Sites

Solution elements:

Tridion® Sites

Tridion Digital Experience Accelerator

Established in 1959, China Airlines is Taiwan's flagship airline and one of the leading global air cargo brands.

It is one of the top ten airlines in the world, with routes to 151 destinations in 29 countries and regions, including Europe, Asia, Oceania and the US.

The challenge

China Airlines' websites comprised numerous agency-driven websites, which were run independently, making it impossible for the airline to share content or maintain brand consistency. Also, the various sites had not been modernized and lacked current ecommerce capabilities.

Updates to pages were time consuming and involved interaction between business units and IT. In addition, the website did not support simultaneous updates across social media, mobile and check-in platforms.

China Airlines decided to introduce a new global web content management system to expand their international business, increase global brand awareness, improve online service and provide its travelers with a high-quality visitor experience.

With the new web content management system, China Airlines wanted to establish a centralized environment to drive global online business, unify its web content management across multiple languages and provide personalized content across devices and platforms.

Jenny Tsao, VP of Passenger Marketing says, "We were looking for a solid and feature-rich content management platform that could support efficient processes for our entire international marketing network. In selecting RWS and Sapien, we took into account their wealth of industry experience in the aviation sector, ability to support rapid delivery of content across language sites and the user-friendly interface and interactive design."

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Choosing Tridion Sites

Following a rigorous selection process, China Airlines chose Tridion Sites based on RWS's wealth of industry experience in the aviation sector.

In particular, Tridion Sites differentiated itself from other solutions due to its unique BluePrinting® technology, which supports content quality and consistency and provides website management for multiple languages, brands, devices and channels. In addition, Tridion Sites helps business users create cross-channel customer experiences easily.

A new site in just 16 weeks

China Airlines launched its new US website in just 16 weeks thanks to Tridion's Digital Experience Accelerator. Following the launch, traffic to the site doubled and conversion rates increased by 90%. After this successful launch, Sapient and completed the launch of another eleven sites, including dynamic web pages and mobile pages.

Unified management of multilingual websites

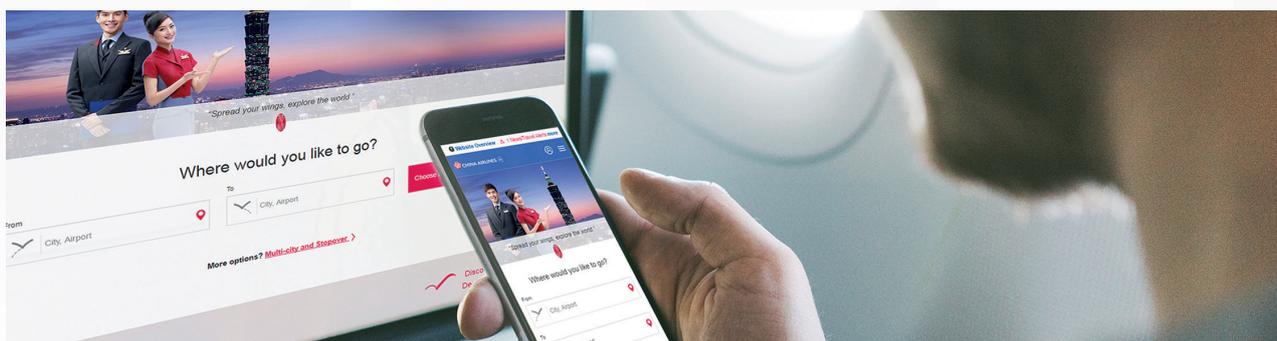
With Tridion Sites, China Airlines can now simultaneously publish content across multiple language sites.

The new design is unified across 12 sites and 11 languages, which include Indonesian, Vietnamese and Thai. The new sites now provide the airline's global travelers with better service and a more consistent user experience.

Accelerated online launch of marketing activities

Tridion Sites's modular content management and component-based publishing drastically simplify China Airlines' day-to-day web operations. In addition, content and branding are now consistent across channels, while allowing for local marketers to tailor content for their markets.

Streamlined translation and website management help business users create, publish and update content and promotions more efficiently, with less dependence on IT for implementation.



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Tridion Sites features

- **Fast deployment** using the Digital Experience Accelerator
- **Interoperability** with external applications such as booking engines
- **A decoupled architecture** that separates content management and delivery for greater flexibility and security
- **Modular content** for simplified content reuse and flexible, personalized web experiences
- **Personalization and targeting** for tailored customer experiences
- **BluePrinting** for fast website creation and ongoing content consistency across corporate and local websites
- **Content localization** with tailored workflows and one-click translation for faster time to market
- **Multi-device support** across mobile devices
- **Cross-channel content reuse** and delivery
- **Regulatory compliance** through workflow, audit trails and accessibility features
- **Scalability**, APIs and open standards

Synchronization across channels and devices

The functional design of the new website takes into account online visitor behaviour and is matched with China Airlines' next-generation aesthetic. Its more personalized interface provides an optimal experience across PC, mobile and tablet devices.

In addition, the homepage connects to social media (Facebook, Weibo, WeChat, YouTube and Instagram). The latest information is simultaneously published across channels to comprehensively provide travelers with the information they are looking for on any channel.

Personalized content publishing

The new website now displays content tailored to the traveler's location and to the destination for which a visitor searches. The hero banner uses personalization features to improve the visitor experience and provide service that reflects China Airlines' service mandate to put the customer first.

Says Tsao, "It took just 16 weeks to launch the US website. Following the launch, the amount of traffic doubled, and conversion rates increased by 90%."

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About RWS

RWS Holdings plc is the world's leading provider of technology-enabled language, content management and intellectual property services. We help our customers to connect with and bring new ideas to people globally by communicating business critical content at scale and enabling the protection and realization of their innovations.

Our vision is to help organizations interact effectively with people anywhere in the world by solving their language, content and market access challenges through our collective global intelligence, deep expertise and smart technology.

Customers include 90 of the globe's top 100 brands, the top 10 pharmaceutical companies and approximately half of the top 20 patent filers worldwide. Our client base spans Europe, Asia Pacific, and North and South America across the technology, pharmaceutical, medical, legal, chemical, automotive, government and telecommunications sectors, which we serve from offices across five continents.

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

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