United Airlines reaches new heights with TransPerfect's GlobalLink® technology

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With flights to more than 100 countries, our multilingual content requirements are complex and tremendously important to our customers and our business.

TransPerfect's language solutions and their GlobalLink technology were the best choice for us as we work to ensure the best customer experience, regardless of location or language.

- International Marketing Manager United Airlines

United Airlines chose to deploy TransPerfect's industry-leading GlobalLink translation management tool to centralize and manage content across all departments, languages, and regions.

As a result, United Airlines can now speak directly to its international customers in their preferred language throughout the travel lifecycle—with localized materials including sales and marketing collateral, customer care resources, in-flight information, social media communication, and web assets.

