CASE STUDY · LOGISTICS

FEDEX & AD ASTRA: COMMUNICATION AT GLOBAL SCALE

Since 2018, Ad Astra has provided FedEx with translation, interpretation, and technology integration that keep communication clear across its global operations.

Translation | CART | VRI | Tech Integration

Background

FedEx is best known for logistics, but it also works extensively in the medical sector, moving critical medical supplies around the world. As it expanded into non-English-speaking regions, language barriers began to affect communication with medical personnel and clients.

Company profile

- Global workforce of more than 500,000 employees
- Operations in 220+ countries and territories
- More than 15 million shipments handled every day
- A customer base with wide-ranging language needs



The Challenge

Language barriers were affecting FedEx's internal and external communication:

Inconsistent quality

Uneven translation quality led to misinterpretations.

Real-time needs

International operations needed live support in multiple languages.

Disconnected systems

Disparate systems created bottlenecks in service delivery.

Before Ad Astra, FedEx experienced:

12%
Delivery delays

$5.8M
Annual cost of translation errors

22%
Customer complaints

The Solution

Tailored services built around FedEx's specific needs: translation, real-time communication, and technology integration.

Translation & Interpretation

- A multi-layered translation process for linguistic and cultural accuracy
- Document translation in 200+ languages
- Real-time interpretation services

CART & VRI

- Communication Access Realtime Translation (CART) and Video Remote Interpretation (VRI)
- Real-time support for high-stakes meetings and customer interactions

Technology Integration

- Our Translation Management System integrated with FedEx platforms
- Streamlined workflows and fewer manual errors

Key Metrics

Before Ad Astra

Customer Satisfaction Rating:
65%

Average Project Turnaround:
10 days

Operational Efficiency:
Moderate

After Ad Astra

Customer Satisfaction Rating:
95%

Average Project Turnaround:
7.5 days

Operational Efficiency:
High

Results & Impact

After implementation, FedEx saw clear gains across its operations:

01. Customer satisfaction

Ratings rose from 65% to 95%, a 30-point gain driven by clearer communication.

02. Faster turnaround

Project turnaround dropped 25%, from 10 days to 7.5, thanks to streamlined translation workflows.

03. Operational efficiency

Multilingual teams made decisions faster, lifting efficiency across operations.



IN THEIR WORDS

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Ad Astra has been instrumental in helping us bridge communication gaps across our global operations. Their ability to deliver precise, culturally accurate translations and real-time interpretation has dramatically improved our efficiency and customer satisfaction. They’ve become more than a service provider. They’re a trusted partner in our mission to deliver excellence worldwide.

DIRECTOR OF OPERATIONS, FEDEX

Ongoing Support

Ad Astra continues to support FedEx with:

24/7/365 availability

Language services available around the clock, so communication never stops.

Evolving integration

Regular updates that keep our language solutions aligned with FedEx's changing technology.

Quarterly reviews

Performance reviews every quarter to measure results and plan the next improvements.

The result: FedEx maintains its standing as a leader in logistics, and language is no longer a barrier to its success.

ad astra

Let’s talk about your operations

From document translation to real-time interpretation and system integration, Ad Astra helps global organizations communicate clearly in 300+ languages, 24/7/365.

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