CASE STUDY · LOGISTICS

TRANSLATION AND INTERPRETATION FOR A GLOBAL LOGISTICS COMPANY

Since 2018, Ad Astra has provided a global logistics company with translation, interpretation, and technology integration that keep communication clear worldwide.

Translation | CART | VRI | Tech Integration

Background

The company 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

- A workforce in the hundreds of thousands
- Operations in more than 200 countries and territories
- Millions of shipments handled every day
- A customer base with wide-ranging language needs



The Challenge

Language barriers were affecting the company'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, the company experienced:

12%
Delivery delays

$5.8M
Annual cost of translation errors

22%
Customer complaints

The Solution

Tailored services built around the company'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 the company's 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, the company 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.



Ongoing Support

Ad Astra continues to support the company 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 the company's changing technology.

Quarterly reviews

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

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

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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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