

Case Study

Automatic Generation of Multi-Language Content Optimises Internal Processes

70%

of web shop texts automatically generated

87%

of print catalogue texts automatically generated

47%

higher conversion rate

57%

lower bounce rate

Weeks to days

Time to market reduced from several weeks to a few days

textengine.io generates highly individual texts in German, English, French and Italian and supports a wide range of other languages.

The Challenge

Part of Lyreco's philosophy is to offer customers a unique experience. The objective is to make all product descriptions in the print catalogue and online shop as attractive and precise as possible so customers will have an easier time making purchasing decisions. In the multi-lingual Swiss market, generating high-conversion product copy tends to be a costly and time-consuming process.

The solution

Automatic text generation with the textengine.io allows Lyreco to efficiently create highly customized product descriptions for the linguistically segmented Swiss markets. The automatic content generation in the four languages significantly reduces the workload of Lyreco's content team. The text creation is simple and effectively scalable at the same time. The software uses manufacturer data to generate product descriptions in German, English, French, and Italian at the touch of a button. This automation reduces the amount of time Lyreco has to spend creating its product descriptions and also cuts costs for translating all the copy.

The result

70% of the texts in the web shop and 87% of the texts for the supplier's catalogues were created automatically with Retresco's software solution. Among other benefits this means that the content team no longer has to write product descriptions in large volumes and is tied up in lengthy coordination with service providers such as translation agencies. They can now devote more time to creative tasks and thus drive the online growth of Lyreco Switzerland AG.

„Automatic text generation is an important component of Lyreco Switzerland AG's digitalisation strategy. Retresco's solution makes us more independent and flexible in the creation of individual, multi-lingual product descriptions. In this way, we improve the customer experience and create the basis for scalable growth.“



Karin Dummermuth
Marketing Projects
Lyreco Switzerland AG



AI-based Content Automation.

Retresco is one of the market leaders in automated analysis and generation of content.

textengine.io transforms structured data into high-reach texts in the shortest possible time. The software supports you 360 degrees in efficient content generation: with features for creative and unique output, linguistic analysis and automatic translation into all relevant European languages.

Get in touch today for a **free demo!**

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