



FAMILO increases user growth by 400%

HIGHLIGHTS

FAMILO Increased user growth by 400%



Improved of overall translation quality



Reduced administrative expenses

About Familo

FAMILO gives families peace of mind with its sophisticated, smartphone app that answers the simple question, “Where are you?”

This family network messenger lets you stay in touch with your loved ones easily. Receive notifications about where they are, what they are doing, and how they are feeling. FAMILO provides families enhanced safety and better communication.

TYPE

B2C

INDUSTRY

Geolocation Mobile Application

OFFICES

Hamburg

EMPLOYEES

10+

Phrase helped to scale FAMILO's business on an internationally and automated the multi-language operations by easily and quickly integrating the localization process into their overall development process. The team saw an overwhelming 400% increase in new users after adopting Phrase's localization software. Moreover, FAMILO was able to improve the overall translation quality.

FAMILO is a specialist in location services for mobile apps. Within the last two years, the company developed accurate, reliable and energy-saving geofencing technology. Despite astonishing achievements, FAMILO continued to spend most of its time and energy attracting new users to its application. The company needed a solution to connect with global customers worldwide. Like most businesses, FAMILO wanted to dig deeper to understand how to serve a larger customer base. The FAMILO team turned to Phrase to refine its product and expand its reach.

Tangible competitive edge is one of the best indications of business health. According to a Common Sense Advisory study, 56% of consumers find the ability to learn about a product in their own language more important than the price of the product. Localizing products increases the power of selling to your customers and gives companies an advantage in the global marketplace.

Phrase offers a translation management solution for web and mobile translation projects by easily integrating the localization process into the overall development process.

To kick the project off, FAMILO's team used the Phrase Translation Center to work with a group of translators. Phrase's comprehensive documentation, integration tutorials, and personal assistance made it easy to quickly integrate the localization process into their overall process. By automatically identifying the need for new translations, there was no more need to manually notify everyone about new translations.

FAMILO was able to reduce significant administrative expenses by evaluating its upcoming tasks and keeping track of the translation progress. Moreover, the team utilized the advanced search features in order to quickly drill down on the entries that matter the most for their tasks.

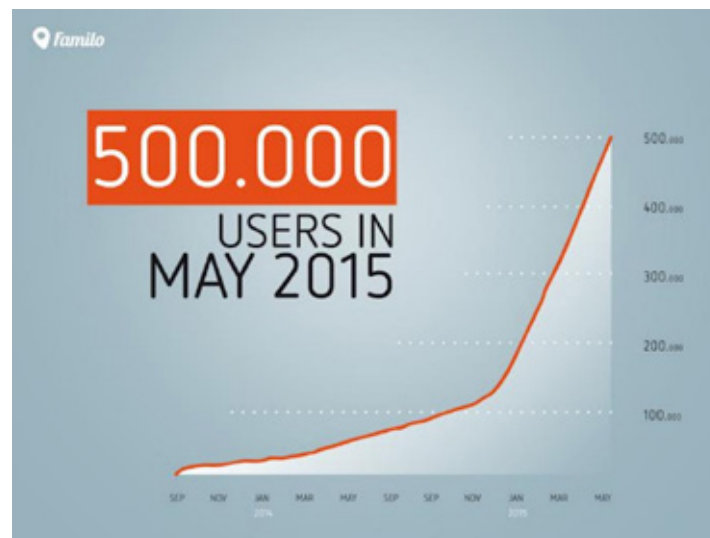
Hauke Windmueller, CEO of FAMILO, explains their experience with Phrase:



“Phrase exceeded our expectations. The software helped us streamline our localization and become an industry leader. The results speak volumes.”

Hauke Windmüller
CEO, familo

FAMILO used Phrase to localize its mobile applications into Portuguese, Chinese, German, English, Indonesian, Spanish, Polish, Russian, Arabic, Turkish, English, and Vietnamese. Phrase enabled FAMILO to accelerate its user growth and to quickly launch its iOS and Android apps into those new languages.



As a result of FAMILO’s efforts to expand globally by using Phrase the team saw an overwhelming 400% increase in new users and was able to expand their business on an international scale.

While FAMILO’s actions were comprehensive and strategic, the company also credits Phrase with giving them the practical tools to make tangible improvements. This outcome produced useful contextual information,

made it easy to stay on top of the process, helped to reduce administrative expenses and to improve the the overall translation quality.

Localization displays a visible commitment to customers worldwide. Consumers expect products and services to meet their needs, which includes, most importantly, the language. It provides security and convenience for all parties involved. Plus, high-quality content transcends in international markets.

About **Phrase**

Since 2011, Phrase has been working to simplify software localization helping developers save time and maximize translation quality to rapidly reach global audiences. To learn more about our localization platform, or to begin your free trial, please visit [Phrase.com](https://phrase.com).

[Start your free trial now](#)