



CASE STUDY

CATEGORY:
MOBILE APP
LOCALIZATION SERVICES



LOCATION: UNITED ARAB EMIRATES

GENERAL PROJECT OVERVIEW

A leading food delivery service in the UAE sought to expand its customer base by making its mobile app more accessible to Arabic-speaking users. With approximately 30% of the UAE's population being Arabic speakers, the company needed to overcome the language barrier to improve engagement and maximize business growth.

THE CHALLENGE

The app was initially available only in English, limiting its reach among Arabic-speaking customers. To enhance user experience and increase orders, the client needed complete UI/UX content translation into Arabic, localization of all app elements such as buttons, menus, and notifications, and thorough quality assurance and testing to ensure seamless functionality in Arabic. Our structured localization process comprised of:

- App UI/UX Localization
- Cultural Adaptation
- Linguistic & Functional QA
- Native Expertise

THE OUTCOME

ARABIC APP LOCALIZATION



Localized the mobile application for Arabic-speaking users to enhance usability and accessibility.

IMPROVED USER ENGAGEMENT



Localized experience led to higher customer engagement and increased order volumes.

MEASURABLE BUSINESS IMPACT



Achieved approximately 30% growth in reach and overall business performance.

UAE MARKET EXPANSION



Enabled stronger market penetration and customer acquisition in the UAE food delivery sector.

ABOUT THE CLIENT

The client specializes in CRM solutions, especially within the consumer goods sector. They aim to facilitate clear and seamless communication between manufacturers and retailers. They dominate the market within the fashion industry, and their other focal points include the shoe, jewelry and food industries.

INDUSTRY

Telecommunications / Mobile Technology

YEARS IN BUSINESS

20

EMPLOYEE COUNT

100-200

GEOGRAPHICAL PRESENCE

Global

