

# Case Study: **E-commerce & Software Localisation**

Global Reach, Local Feel: Localising a Fintech App for the Australian Market

**Client Sector:** Fintech / Technology

**Service Provided:** App & Software Localisation (L10n), Linguistic QA & Compliance Review

**Target Market:** Australia



# The Challenge: Trust Is Built on Precision

A rapidly expanding international fintech company was preparing to launch its mobile trading platform for Australian users. Although the app interface was already in English, it was deeply US-centric in tone, formatting, terminology, and regulatory references.

In financial applications, even minor linguistic inconsistencies can erode user confidence. The client identified several risks:

## American Terminology

American spelling and terminology that felt foreign to Australian users

## Format Confusion

Incorrect date and number formats that could create transactional confusion

## Compliance Gaps

Generic legal disclaimers that didn't reflect Australian compliance standards

## UI Instability

UI instability risks if translated text is expanded beyond interface constraints

They needed more than translators—they needed a localisation partner capable of aligning product language, user experience, and technical structure simultaneously.

# The Solution: Full-Stack Localisation by Oz Translation Services

Oz Translation Services worked as an embedded localisation partner within the client's product and development workflow. Instead of treating localisation as a final step, we integrated it into the release pipeline.

## Our strategic approach included:

### 1. Engineering-Safe String Localisation

We collaborated directly with the development team, working inside structured resource files (JSON/XML). This ensured:

- No disruption to code architecture
- Preservation of variables, placeholders, and tokens
- Compatibility with version control and deployment systems

### 2. Australian Market Linguistic Alignment

Our linguists converted the platform from "Global English" to authentic Australian usage:

- "Routing Number" → "BSB"
- "Zip Code" → "Postcode"
- MM/DD/YYYY → DD/MM/YYYY
- Currency formatting aligned with AUD display conventions

Each change was reviewed by specialists familiar with Australian financial terminology and regulatory language.

### **3. Compliance-Aware Legal Localisation**

Working alongside NAATI-credentialed linguists and subject-matter specialists, we adapted legal disclaimers, onboarding text, and risk notices to reflect Australian financial communication norms—clear, transparent, and consumer-focused.

### **4. UI-Level Linguistic QA Testing**

After integration, our testers performed live interface validation:

- Checked text expansion and contraction across screen sizes
- Validated truncation, line breaks, and button labels
- Ensured contextual accuracy for alerts, confirmations, and error messages

This stage ensured that localisation enhanced—not compromised—usability.

### **5. Multilingual Expansion Strategy**

Because Australia is highly multicultural, the client also requested language versions for key migrant user groups. We created scalable localisation assets so future language additions could be deployed without redesigning UI elements.

# The Result: A Confident, Seamless Market Entry

The application launched in the Australian App Store without a single localisation-related defect or UI break.

## Measured outcomes included:



### Strong early retention rates

attributed to an intuitive, locally familiar interface language



### Positive app-store reviews

highlighting clarity, professionalism, and ease of navigation



### Regulatory readiness

thanks to accurately localised legal and financial terminology



### Faster update cycles

as localisation was built into the development workflow

Most significantly, the client eliminated a common market-entry risk: appearing foreign or unfamiliar in a trust-sensitive industry.



# Long-Term Partnership Value

Following launch success, the company retained Oz Translation Services as its ongoing localisation partner for monthly feature updates, seasonal releases, and new language expansions.

Because the infrastructure and terminology database were already established, new releases now move from development to market faster—with consistent linguistic accuracy across every version.

# Strategic Takeaway

For digital products, especially in fintech, localisation is not a cosmetic step. It is a core component of user trust, regulatory alignment, and product adoption.

This project demonstrates how Oz Translation Services delivers more than translation: we provide **technical localisation ecosystems** that help global platforms launch locally with confidence, credibility, and compliance.