



*Milega*  
Internationalize your e-commerce

BIP&GO

**A MAJOR PLAYER IN THE ELECTRONIC TOLL  
MARKET WITH STRONG EUROPEAN GROWTH**

**CASE STUDY**



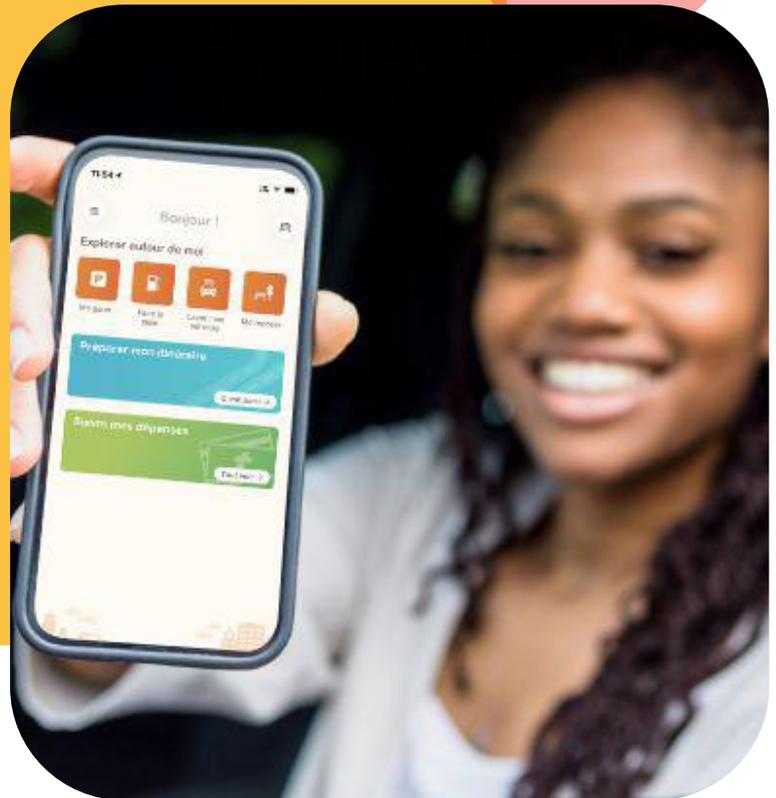
# BIP&GO

Bip&Go is one of the main players in Libert-t electronic toll subscriptions. The company offers motorists, mainly individuals, simple, economical, and quick access to electronic toll services.

Created in 2012, Bip&Go is a subsidiary of the Sanef group (Abertis group), and markets its electronic toll subscriptions on multichannel platforms:

- In France and other European countries using its website, which is available in four languages: French, English, German, and Dutch.
- Regionally, across 15 commercial agencies located in the north of France
- Through a network of partners.

Bip&Go electronic toll badges give access to motorways and car parks in France, Spain, Portugal, and Italy. The company markets its products multilingually, mainly in France, the Netherlands, Luxembourg, Belgium, Germany, and Ireland.



## TRANSLATION CHALLENGES

### ABOUT BIP&GO

**Given its strong international growth and the marketing of its products in Europe, Bip&Go has an ongoing translation need for:**

- + Its **website**
- + Its **external communications**
- + Its **exchanges** with local partners

**Indeed, for several years, Bip&Go has been the benchmark player for electronic toll collection in European markets, and this continues to increase:** in 2021, 15% of sales were made in Germany, and this increased to nearly 25% in 2022. Bip&Go continues to grow in several markets, in different languages: German, Dutch, and English.

Given the diversity of content to be translated, translation requires the support of different formats (such as html, Word, csv and Excel). The vocabulary used is technical and specific to the motorway and electronic toll collection sector. Bip&Go has ongoing translation needs that require fast turnaround times.

## THE MILEGA SOLUTION

Milega has been Bip&Go's translation partner for 9 years and regularly provides support for its European internationalisation project. During this time, we have translated several types of content into three languages: British English, German, and Dutch. Four aspects are particularly important for Bip&Go activity:

**Flexibility:** Milega adapts to the diversity of translation mediums (Word, Excel, PowerPoint, HTML files, emails, etc.) and offers fast turnaround times

**A cost-effective service:** our software detects and eliminates repetitions, allowing the client to make considerable savings on their translation budget while guaranteeing terminology consistency and style.

**Attention to detail:** to adapt to the distinct vocabulary of the motorway and electronic toll sector, Bip&Go and Milega have set up a shared glossary. This ensures that the translation of technical words are adhered to, whatever the language. In addition, Milega has supported Bip&Go in the natural referencing (SEO) for several of its website pages and online articles.

**Responsiveness:** Bip&Go teams are often working to tight deadlines, with an ongoing and immediate need for translation. Its translation service provider must be flexible in order to respond to requests as quickly as possible.

## TESTIMONIES BY PROJECT COLLABORATORS



Many thanks to Laura Vargas, who has worked closely with us for all these years. Laura listened to all our requests and demonstrated efficiency during the redesign of our website : respecting our tight deadlines and effectively managing the translation of substantial amounts of text, our project manager was able to deliver quality work on time. We are incredibly happy with our Milega collaboration.

MAUD LEPETIT – OPERATIONAL & DIGITAL MARKETING MANAGER



In all the years that I have worked with Bip&Go, communication with the various teams has always been impeccable and has allowed us to establish a good terminological and stylistic base. Our translators are native speakers of the target language and specialised professionals. As a result, the translations are natural and fluid in the three working languages

LAURA VARGAS – MILEGA PROJECT MANAGER

## ABOUT US



**Milega is the leading agency for digital content and website translation. Our aim? Responding to your needs and offering you effective solutions.** With more than 10 years' experience in the translation sector, 400 translated merchant sites and satisfied customers under its belt, and experience in 45 languages, Milega relies on its proven expertise and professionalism. Our strength? Being able to combine the advantages of traditional translation methods with those using advanced technology. This enables us to support you and help you respond effectively to the growth in online product sales.



**Mikaël Le Gallo**

CEO - Milega

[mikael@milega-translation.com](mailto:mikael@milega-translation.com)

[www.e-translation-agency.com](http://www.e-translation-agency.com)