

Delta Air Lines adds five languages to online newsroom

The Situation

Delta Air Lines, Inc., the world's second largest airline wanted to expand on their already global-friendly online newsroom by adding five languages to <http://media.delta.com>. This addition would provide company news releases to media representatives and others using languages spoken in some of Delta's newest destinations. Language options to journalists already included French, German, Italian, Portuguese, and two variations of Spanish.

The Challenge

The task presented to TEKgroup International, Inc. was to add the Danish, Greek, Hebrew, Hungarian, and Ukrainian languages to the already existing online newsroom. The Delta media managers wanted to migrate current press releases to these languages as well. Inclusion of Greek, Hebrew and Ukrainian is the company's first foray into language characters from diverse alphabets.

The code/database required different settings to accommodate select languages such as Hebrew and Ukraine. Also, the layout structure differed for certain languages such as Hebrew, which reads from right to left).

The Response

After just a few days of construction and review, Delta's media managers and TEKgroup International, Inc. worked together to launch the five additional languages on the media site successfully. TEKgroup International, Inc. client service managers handled all language settings and issues in TEKgroup's testing environment before it went live to the public and media professionals.

The Result

Delta is now able to continue to monitor the use of data within the global media center. Agencies in different countries can now efficiently represent Delta to the local media. With this information, Delta, in anticipation of reporters' needs can still provide:

- Fast access to the latest news
- Automatic news release distribution
- Corporate PR contact data
- Efficient search capability
- Audio/video files, as needed
- Photos, low and high resolution
- Personal file storage and personalized e-mail subscription
- Links to related research data and other industry sites
- Multilingual press releases

The Technology

ColdFusion, the software used extensively with TEKgroup e-business software solutions, dramatically accelerates web development with its intuitive tag-based language and integrated database and debugging tools. ColdFusion also includes a powerful Web application server, featuring an open architecture that allows for complete integration with existing enterprise systems, as well as easy-to-use management tools and server clustering. This ensures that applications perform optimally.

CASE STUDY

"Our ability to provide company news in local languages gives us an opportunity to become more closely aligned with the reporters, editors and our customers in each country we serve."

Olivia Cullis
London-based
Regional Manager
of Corporate Communications
for Delta Air Lines, Inc.



About Delta Air Lines, Inc.

The world's second largest airline – measured by number of passengers flown.



Online Public Relations™

About TEKgroup

<http://www.tekgroup.com>

TEKgroup International, Inc., an award-winning Internet software and services company, develops E-business solutions for the public relations industry. TEKgroup clients include AOL, Delta Air Lines, Inc., Audi, Volkswagen, Detroit Lions, Ford Motor Company, VMS, Best Buy, Carlson Hotels Worldwide and the Public Relations Society of America.

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