



GLOBAL
eLearning

A Compass Languages Company

CASE STUDY: Improving Translation & Localization for a Global Motorcycle Company

ABOUT THE CLIENT

A global motorcycle innovator and leader that has been experiencing significant growth both domestically and internationally. The company combines world-class design, engineering, and manufacturing in order to make a more efficient, fun, and reliable motorcycle.

OBJECTIVE

Improve existing processes for translation and localization to provide more consistency, create efficiencies and reduce costs.

Challenges

This motorcycle global player sought to eliminate inefficiencies in its translation and localization processes within its learning and development content. The existing processes were time consuming and irregular and required costly efforts (time, internal resources, etc.) on the part of their technical full-time employees. With so much time spent translating content including voiceovers for many of the eLearning modules, the FTEs were increasingly distracted from their focus and contributions toward core responsibilities.

Note: Although the company was satisfied with the general effectiveness of their training videos, they encountered the same challenges on every project iteration:

- 🌐 very slow turnaround,
- 🌐 inconsistency in the translations and localizations,
- 🌐 terminology variations that led to some confusion.

The company struggled to determine the actual ROI and costs of the translation due to the fact the FTEs would work on the project at various times and the translation work was not the primary function of their current position.

This company faced the classic L&D quandary: the company's FTEs have the intimate knowledge of the processes, products and industry but are not efficient in creating the localized learning tools because of competing responsibilities.

“ *The final product in all three languages has blown away my expectations. I am not sure how you did it but the way you guys synced the script to the video makes it so I can't tell the trainer isn't actually speaking each individual language. The communication was excellent throughout the entire project and delivery was right on time. The team was great.* ”





The Outsource Option

The option of outsourcing all translation and localization of training content was elevated to serious consideration. Criteria were established to evaluate the feasibility of the concept. The expectation was, through outsourcing, that the company would reduce costs, streamline processes, and generate more consistent multi-lingual content. At the same time, the outcome should be a more effective training experience for the company's global employees. Consequentially, the outsourced vendor would have to demonstrate a core understanding of the industry (terminology), be an expert in localizing content to the target audience, deliver localized versions faster, and hopefully have a program that minimizes the company's long-term translation costs.

To the company's surprise, many language service vendors were not able to meet their requirements especially in the service of localizing multi-media content. Those that did have the capability were not asking the right questions and didn't demonstrate confidence that they could translate the material effectively. Many cultures have different learning styles that need to be taken into consideration when translating learning and development content.

The Viable Candidate and its Solutions

Global eLearning contacted the client in April 2017 and was instantly challenged with the many reasons why an outsourced localization effort would not work. The most critical challenge was the pervading thought that internal employees whose understanding of the product, industry, and culture would not be easily transferred into an outsourced product if not directly involved.

Our company acknowledged the in-house SME assertion and recommended a solution to bridge the gap between the linguistic teams selected to translate the material and the intimate knowledge of the company's employees that will be owning the material and its results. Global eLearning's tool, Quality Bridge, involves a series of tasks that allows the knowledge transfer between subject matter/culture expert to the linguistic team via an extensive glossary (terminology) development, style guide creation, and the translation of key company differentiators/values that define the company's culture and marketing position. Quality Bridge can accomplish all-important goal of aligning the client's reviewers/SMEs with linguistic teams so

that the client's unique approach and voice is adequately communicated.

Global eLearning had the client's attention, but not the award! Next, we had to explain how our Authentic Localization process would deliver the volume of training content in three languages within a 4-5 week period. We spoke of our software tools for translation memory, and teams of linguists working simultaneously on a workflow platform to speed the translation process, and the inclusion of in-country learning experts in each target language to assure the full localization impact of text, visuals, and engagement techniques. We finalized the conversation by emphasizing our pursuit of Right First Time so that the company could know we aim to deliver the best language product by the promised deadline.

Global eLearning's Performance

The historical Turnaround Time (TAT) for one course module (approximately 8-10 minutes long, translation of script, on-screen text (OST), voice-over, subtitling, and synchronization) in three languages was around 1 month for this client using their in-house resources. Global eLearning completed 20 courses in all three languages in less than 4 weeks.

Speed and volume mean nothing if quality does not meet expectations. Delivering projects that must be re-worked is no better than delivering late, perhaps even worse. Feedback from both SMEs and internal reviewers confirmed that the localized versions were professional, accurate, and essentially ready for deployment. As hoped for, feedback from the company enhanced the preferred style and voice of the company in its localized form and only took 1-2 days to incorporate.

THE CHALLENGE	THE SOLUTION	THE OUTCOME
Finding a language provider with a firm understanding of the industry.	Quality Bridge – Our linguistic team aligns with the company's reviewers and SMEs through glossaries, style guides, key concepts	Complete alignment of terminology, style creating a seamless transition from internal to external translation resources
Maintaining the effectiveness of the training content outside of the English Language.	Unique Authentic Localization process featuring in-country learning expert to assure learning objectives met.	Content localized to meet the expectations of targeted global learners
Redeploying FTEs to their jobs and responsibilities.	Systematic knowledge transfer approach through alignment	Limited time required of subject matter/culture experts within company
Turnaround Improvement on training content	Highly engineered process with specialized tasks	Learning content turnaround reduced significantly through use of Global eLearning
Translating 20+ courses in less than a month	Depth of dedicated resources and a process meant to scale	Effective training content rolled out in 3 languages in < 4 weeks.

Why the Successful Outcome?

Global eLearning and the client attribute the success of this localization project to execution.

First, the client had reservations that an outsourced effort would capture the true training concepts in the targeted languages. Global eLearning's Quality Bridge exercise and trained linguists delivered outstanding content that met all standards of accuracy and engagement established by the client.

Second, the client was suspicious that its employees who normally invest hundreds of hours into every project would still be required to invest significant time because of inadequacies of the outsourced vendor. The 4-week project required a dozen hours, at most, of the employees.

Third, the client found a company that genuinely had a process of multi-media localization and depth of dedicated resources that could deliver the turnaround times hoped for. Understanding the authoring tools, how to integrate and sync the translated content within the platforms, and a pool of in-country learning experts, allows for an enhanced localization experience.

Overall, it takes more than just being a vendor and a client. Both parties must work as partners and develop a symbiotic relationship to tackle such an enormous task successfully. At Global eLearning, we pride ourselves on partnering with our clients and understanding their material as if it were our own. This, among other reasons, not only sets Global eLearning apart but makes Global eLearning the premier provider of Learning and Development content translations and localizations. For more information, visit us at: www.GlobaleLearning.com.

