



## CASE STUDY

Language services in the **Learning & Development** sector for **Groupe Adeo**.

**“LOCALISATION OF AN E-LEARNING MODULE BUILT IN ELUCIDAT IN  
8 LANGUAGES.”**

## SPECIFICS

- Creation and implementation of a multilingual project glossary approved by the client to centralise and harmonise terminology
- Translation and proofreading steps followed by the client review phase by client SMEs.
- Creation of the language variations directly within the Elucidat environment
- Localisation and recreation of the media elements embedded (images & videos).
- Implementation of client feedback

# ABOUT THE COMPANY



ADEO's home-improvement business platform meets a range of needs: renovations, DIY, decoration, and kitchen-fitting, etc. Every day, ADEO's 150,000 employees, make housing projects possible.

ADEO is the European DIY leader and the 3rd largest DIY market player in the world with 1000 shops located in 20 countries and serving 500 millions inhabitants and professionals.

# OBJECTIVES & PROJET SCOPE



## OBJECTIVE

Groupe Adeo planned to enrich the trainings their Academy offers with a brand-new e-learning module about international styles which was a fully customised, highly visual and interactive training module with technical industry jargon to be preserved. The delivery was to be 'responsive' to suit access via multiple devices. The aim was to educate employees on international styles which have a huge impact on the visual merchandising and marketing areas. Subjects to be covered in the module were as diverse as the specific styles used internally by the Group, current global styles and trends, style strategy and the best uses of style.



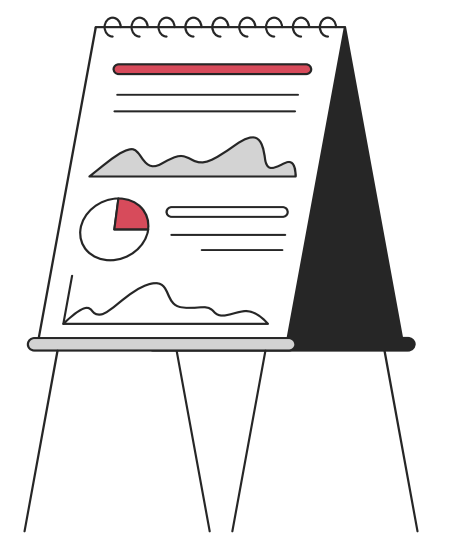
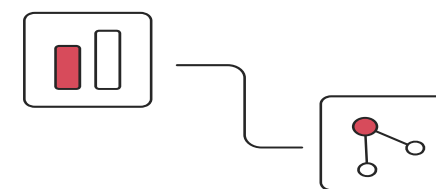
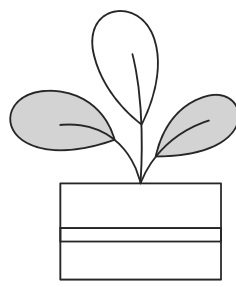
## PROJET SCOPE

The subject matter required translation into 8 languages, namely Brazilian Portuguese, Portuguese (EU), Spanish (EU), Italian, Romanian, Greek, Polish and Ukrainian as well as full engineering and recreation of the language variations on Elucidat and linguistic testing of the finalised modules. The client also required input on the terminology and style of all localised modules to ensure their corporate voice was evident in the tone and style of language. The training is a complex module over 5000 words designed and built on Elucidat across 37 responsive pages with media elements embedded (images & videos).

# PROJECT-RELATED CHALLENGES:

Once Groupe Adeo and Transladiem defined the project requirements, we kicked off the work bearing in mind the following challenges:

- ✔ Follow the complex project plan and stick to our e-learning localisation process while making sure our linguistic quality assurance measures were applied at all stages of the process.
- ✔ Work as one team with our client stakeholders and provide them with the right tools while the project is running to give us feedback on the project glossary, the translations themselves and on the finalised e-learning modules, so to make sure we meet all requirements and that we get each step signed off before moving to the next stage.
- ✔ Identify industry-specific terminology, build the project glossary to be sent out for the client's in-country subject matter experts (SMEs) to approve or amend them, whilst maintaining the client's preferred style and corporate tone-of-voice
- ✔ Streamline the Client Review Process and collaborate with the client's in-country subject matter experts (SMEs) to factor in their requirements and preferences so to release e-learning modules aligned on their expectations for a greater impact with all client's inputs implemented.



# THE SOLUTION

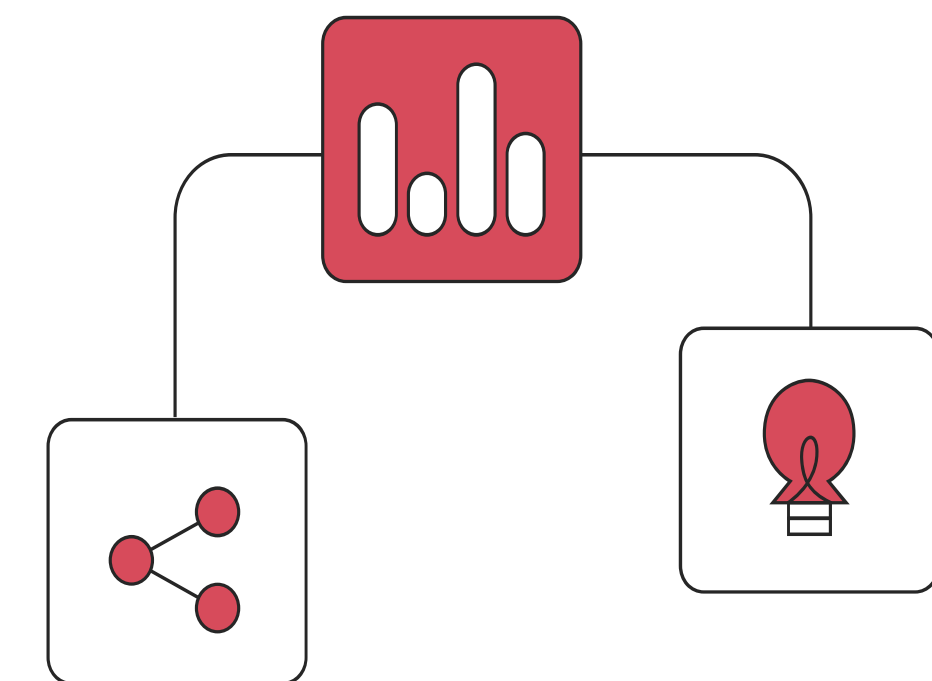
The dedicated Transladiem team put together the project quotation and timeline based on the client project requirements and source files at hand. Key dates and step turnaround times have been discussed and agreed upon prior to kick starting the project and clear indications have been given regarding when input would be required by various parties, including client SMEs.

Our project team carefully parsed through the source files to collect key terminology, get it translated and building the project glossary into the 8 target languages so the client SMEs could approve or modify terms before putting all the content into translation. Our team selected carefully the right linguists to work with, in this case they needed to have marketing expertise, namely around visual merchandising. Translation was then carried out, for which the adherence to the approved glossary and the project translation memory was verified by our team. This QA step was then followed by proofreading and editing by a second linguist, which then triggered another internal QA step called validation, so to make sure all edits or amendments made by the second linguist are in line with the approved terminology and do better the natural flow of the translated text.

It is then key to get the client feedback and potential amendments from SMEs at this stage of the process so to address as many queries as possible now and create the modules as well as embedded imaged and videos with this in mind. This is an e-learning best practice and allows us to create a first version of the finalised localised modules (also called Alpha version) aligned on client's expectations, rather than seeking feedback only once at the end of the process. This indeed allows us to focus on major changes or updates at early stages and deal with light and cosmetic change requests received from the client in the final stages of the project. We did get the client feedback on translation by sharing a simple bilingual table file as a word document in which they can input any changes they would like to make. We have then checked through the amendments received and implemented them, so to factor them in the translated content we shared with the e-learning engineers, video editors and desktop publishers that took care of the next steps of the process.

Prior to delivery, a thorough linguistic testing stage was carried out, working through each module checking the translated text, visuals and functionality. The project management team provided regular updates on the project's status to the client, ensuring timelines were maintained and any changes to content were dealt with in an efficient and timely manner.

Transladiem worked closely with not only the project owner at Group Adeo but also with the 8 business units through their SMEs for each of the target languages; managing the communication process and ensuring tasks were completed on time.



**Elucidat**

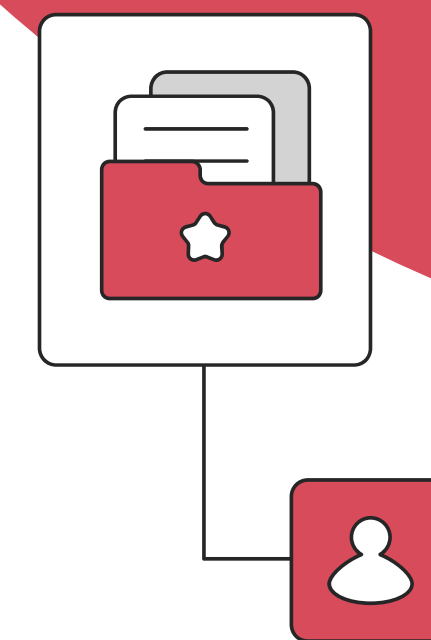
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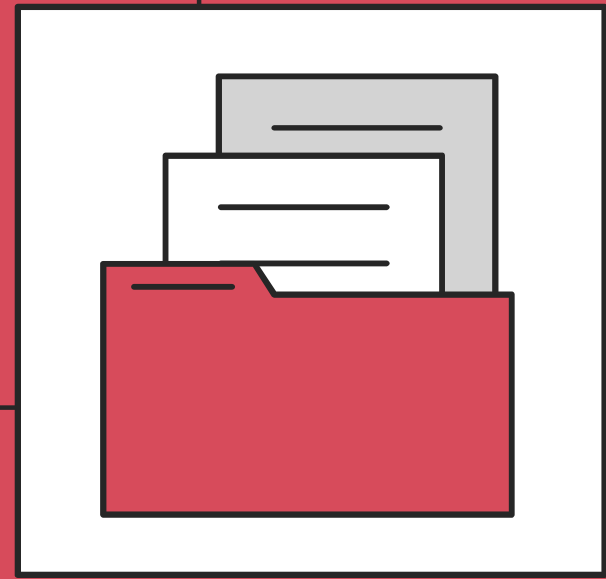
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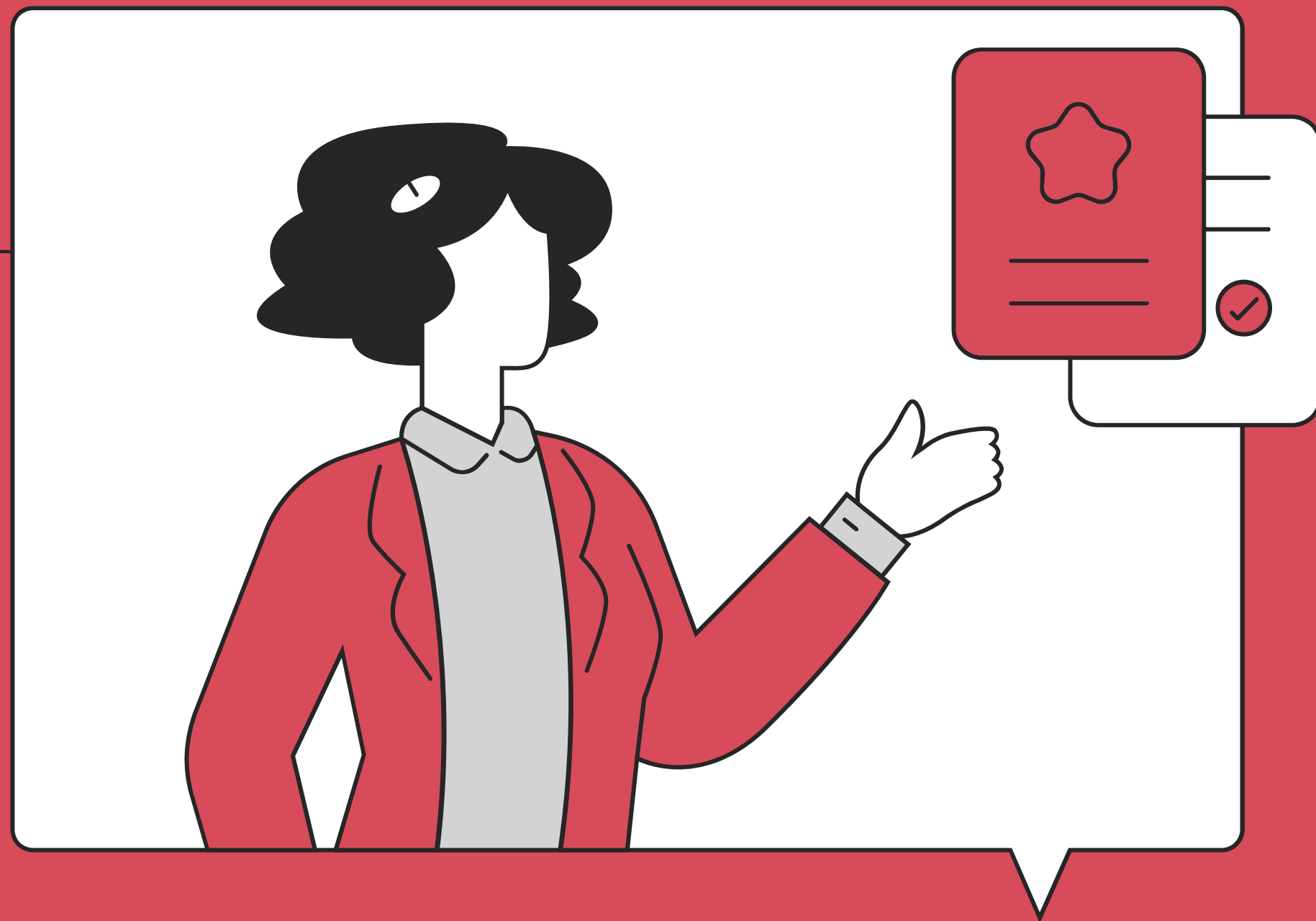
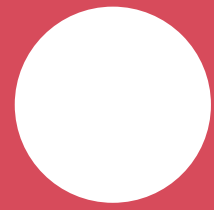
## RESULTS

- Fully localised, tested, and functioning modules successfully delivered and signed off by subject matter experts.
- Tailored, approved and consistent terminology and style throughout the translated modules.
- Optimised use of the translation memory technology that enabled consistency and savings through leveraging repeated content from current and past projects completed for Groupe Adeo .
- Streamlined process and effective communication liaising directly with Groupe Adeo key stakeholders and subject matter experts.





# TESTIMONIAL



“Another localisation project of an e-learning module, about international styles this time, successfully wrapped up by the Transladiem team. This training needed to be deployed in several languages as the module has been made available to business units of the organisation. The constant support, updates and overall level of care provided by Lise and Arnaud from Transladiem who worked with me on this project were very qualitative on the multiple project steps we have gone through. The communication was excellent throughout the whole project life-cycle.”

**TRAINING PROJECT LEADER AT GROUPE ADEO**

# PROFESSIONAL LANGUAGE SERVICES FOR THE **LEARNING & DEVELOPMENT** SECTOR

## INDUSTRY SPECIALISTS AND BESPOKE E-LEARNING PROCESS

At Transladiem, all is made to ease the e-learning localisation process and to offer a seamless experience to our stakeholders. Indeed, our Sales, Account Management and Production teams are proud to rely on e-learning specialists acquainted with L&D requirements (accessibility via CC or audio narration, media elements such as images or videos, etc) and classic e-learning-related issues to anticipate when tackling multilingual e-learning localisation projects and rebuilding modules. We pride ourselves in mastering all authoring tools on the market and in having the most elaborated e-learning localisation process in terms of taking onboard our client's requirements and feedback and of collaborating with client's subject matter experts.

## CUTTING-EDGE TECHNOLOGY

At Transladiem, we put our technology at the service of our clients. Our translation memory technology will help you generate savings and translating consistently through the time. Our Online Review Platform will streamline the review process of the subject matter experts on client side and ease the project management with no more manual handling of files -, indeed the review phase is centralised, and its advancement can easily be monitored by our clients. On a trendier note, to offer unbeatable timelines and keep costs low, we put our machine translation engines at our clients' disposal. We also master all e-learning authoring tools in the market and can take care of the whole process of recreating the modules or simply focusing on the translation of the exports while keeping the coding elements intact so your team can rebuild the modules internally if you have the capability to.

# PROFESSIONAL LANGUAGE SERVICES FOR THE **LEARNING & DEVELOPMENT** SECTOR

## **FOCUS ON QUALITY**

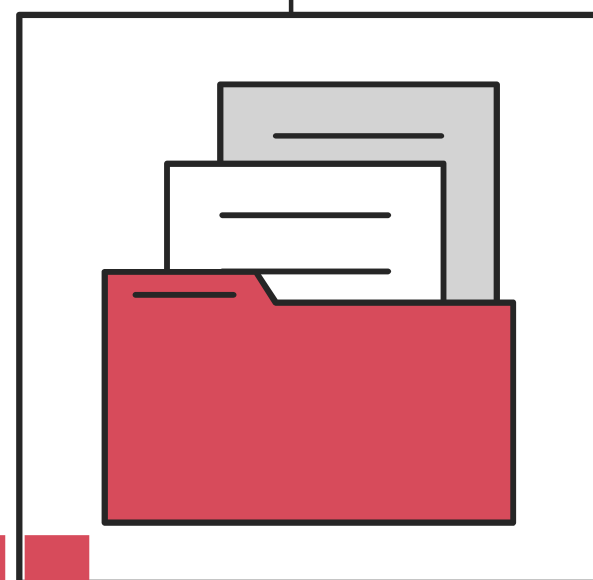
Quality is at the heart of everything we do. Our linguist section process has strict requirements so to allow us to only work with industry-leading translators. We also operate following internationally recognised quality and operational standards such as ISO 9001 and ISO 17100. We ensure that rigid quality assurance processes are in place and performed by our projects managers who streamline the work of our resources (linguists, voice talents, video editors, engineers, etc). Every project step at Transladiem is QA'ed prior to prepping the files for delivery so last adjustments and fine-tuning can occur. Another unique quality-based feature is our enhanced translation process called "Verification & Validation" which have our project managers perform 2 checks during the translation process instead of a single final one. Hence, our translation workflow includes internal checks on the work delivered by both the commissioned project translator as well as by the project proofreader upon delivery to us, so to make sure that each step of the process is always thoroughly QA'ed and to allow us to react immediately in case of non-conformities.

## **PERSONAL APPROACH, AGILE PROJECT MANAGEMENT AND TAILORED PROJECT PLAN**

Transladiem provides you with a dedicated account manager who will guide you through your next translation or localisation project. We will discuss and gather all key requirements and draft the project plan and the corresponding timeline accordingly so to match your expectations. Client input and feedback are sought continuously, and our highly-flexible and reactive project team is ready to implement planned as well as last-minute changes anytime!

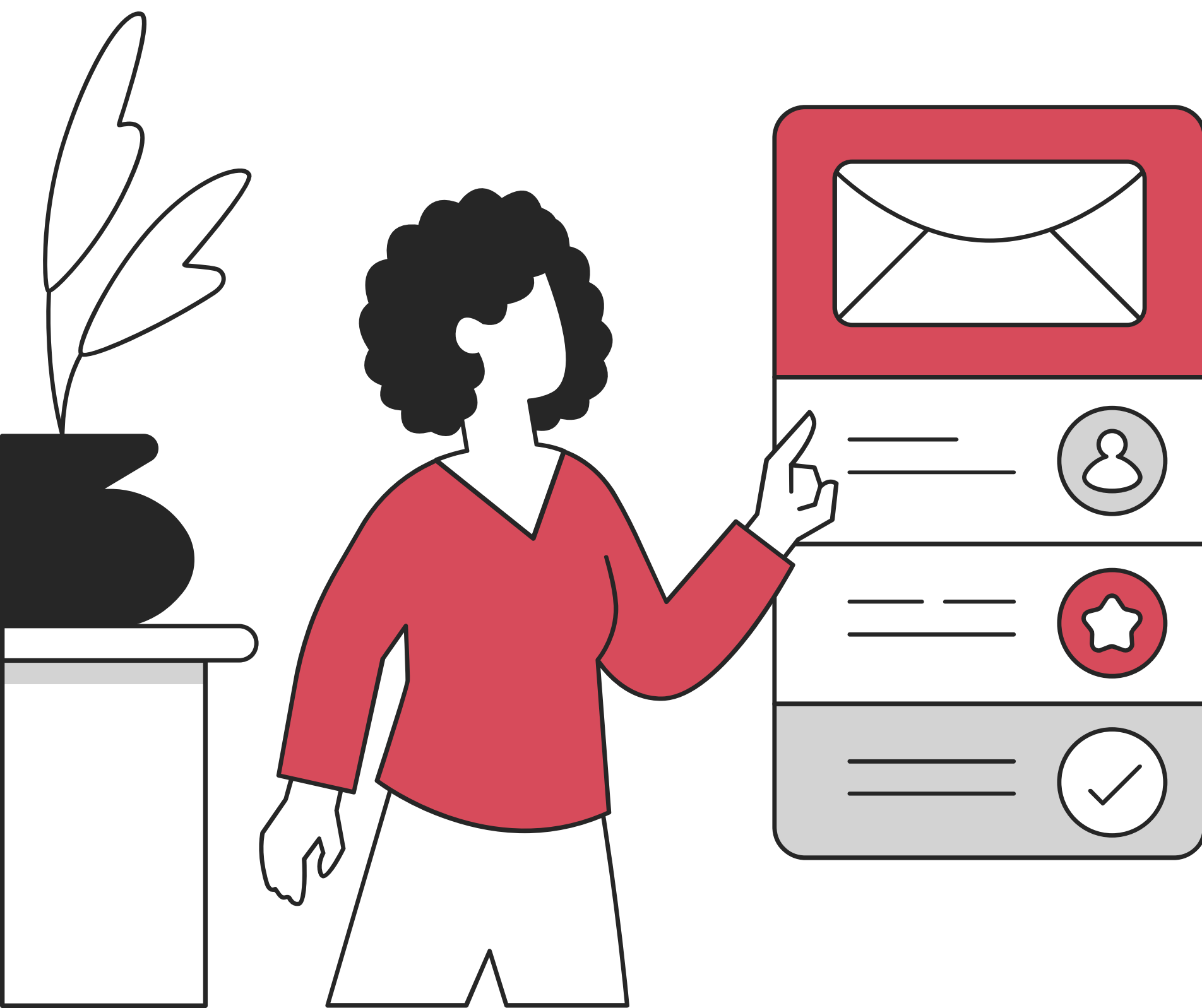


# THANK YOU!



**DO YOU HAVE ANY QUESTIONS?**

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