



CASE STUDY

Language services in the **Learning & Development** sector for **Ecolab**.

“LOCALISATION OF A LARGE-SCALE HOSPITALITY-FOCUSED TRAINING CURRICULUM INTO 17 LANGUAGES.”

SPECIFICS

- Implementation and use of the Transladiem online review platform to streamline the review process efficiently on large scale project for more efficiency on sharing translated files and assets as well as getting feedback
- 145 minutes of audio recording per language including untimed audio narration in modules and timed audio clips to be synced into the videos.
- Rolling delivery of 153 e-learning modules built in Storyline, corresponding resources and facilitator guides across the 17 target languages.
- Localisation and recreation of the media elements embedded (images & videos).
- Implementation of client feedback on over 150 minutes of training material delivered within 2-month time end to end.

ABOUT THE COMPANY

Ecolab Inc. develops and offers services, technology and systems that specialise in treatment, purification, cleaning and hygiene of water in a wide variety of applications. It helps organizations, both in private as well as public markets, treat their water for drinking use and for use in food, healthcare, hospitality-related safety and industry.

Ecolab Inc. delivers comprehensive science-based solutions, data-driven insights and world-class service to advance food safety, help maintain clean and safe environments, optimise water and energy use for millions of customers in more than 170 countries around the world.



OBJECTIVES & PROJET SCOPE



OBJECTIVE

Ecolab designed a large training program for one of their international high-profile hospitality clients, a world-leading hotel group that needed fully customised, highly visual and interactive training modules. This multilingual curriculum was to be deployed in 17 languages over a period of 2 months. The aim was to educate employees on the power of cleanliness, namely through key actions and considerations to be taken when facing guests and showing employees how to remain compliant in day-to-day activities.



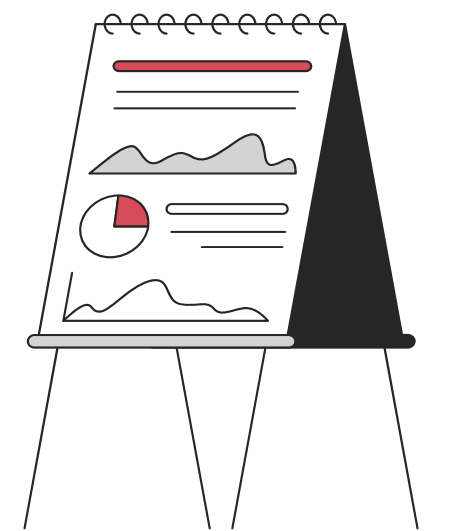
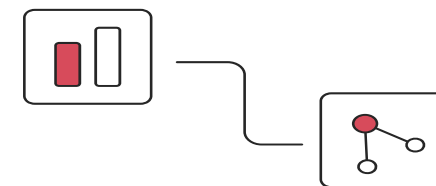
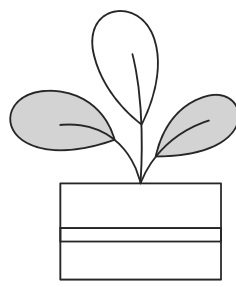
PROJECT SCOPE

The client stakeholder required localisation of 9 e-learning modules into 17 languages as well as full engineering and recreation of the localised modules on Storyline, plus linguistic testing of the finalised modules. The extent of training materials dealt with was over 35000 words translated per language, 9 e-learning modules engineered and tested (that's 153 modules across the 17 languages in scope), dozens of facilitator guides and resources localised as well as more than 150 minutes of audio recorded for each language. 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.

PROJECT-RELATED CHALLENGES:

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

- ✓ Establish the project plan with priority files and batches agreed with the client per language to organise a rolling delivery 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 stakeholder and streamline the review process with the end client reviewers by using our online review platform. Organise the training sessions on how the platform works.
- ✓ 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
- ✓ Generate character-limited script translations with precise time stamps so to produce at a later stage accurately timed audio clips so the audio syncing step of the audio into the videos is seamless across the 17 target languages.



THE SOLUTION

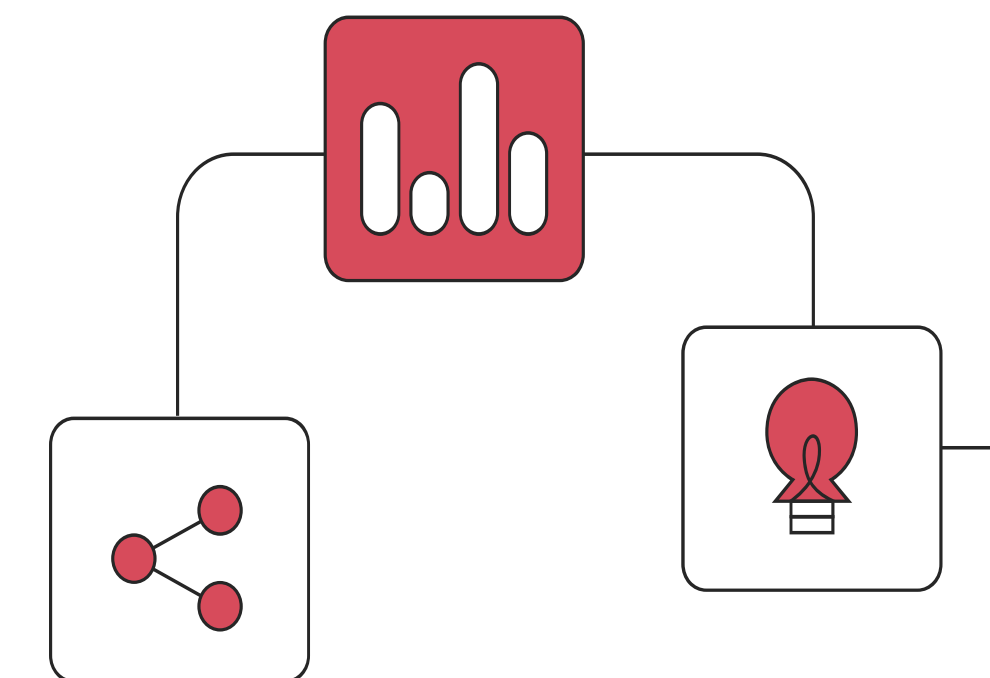
With more than 150 modules to be delivered across the 17 languages in scope and a clear priority order communicated by the client, our dedicated Transladiem team had to put together the project quotation and timeline based on the client project requirements and timescale. Key dates and step turnaround 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 team selected carefully the right linguists to work with, in this case they needed to have hospitality expertise on one hand and on the other hand experience with character-limitation rules in translation as 26 video scripts were to be translated too, meaning that the translations cannot be longer than the original sentence length and match the original source material timings! Translation was then carried out, for which the adherence to 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.

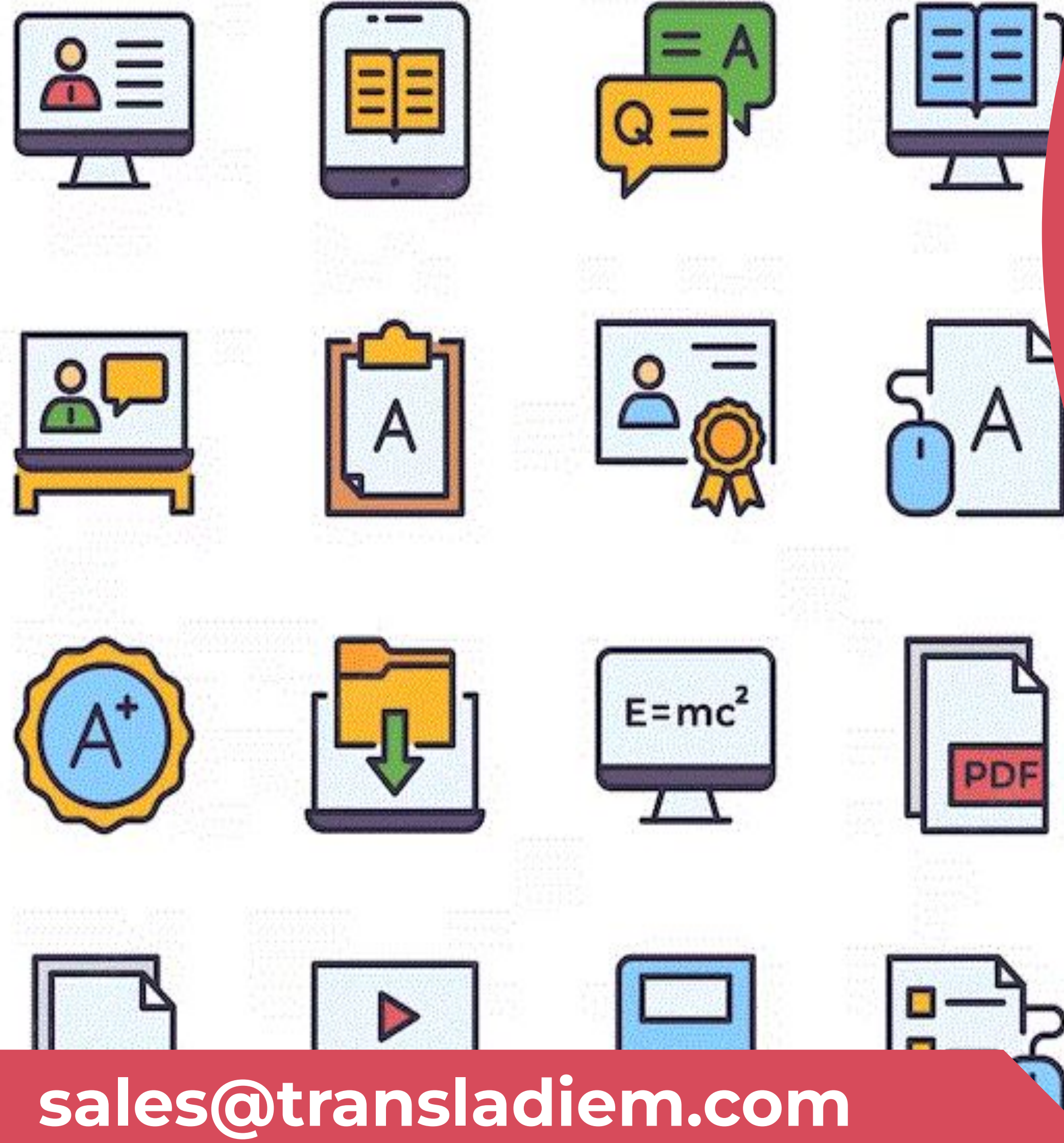
Across that many files and formats for each language (.story, .indd, .ppt, .pdf, .docx, .etc) our project team had to make best use of our translation memory technology to ensure consistency across the various parts of this training curriculum (over 35000 words per language) as well as to introduce our online review platform to the client for large-scale project. Indeed, our online review platform is able to centralise all files in one place where the client reviewers can connect and perform their review simultaneously on all files and log changes that are tracked with a clear viewable history of changes available for each file and language. This technology helped streamline the review process for the client since there would have been too many files to be shared manually via emails as classic bilingual tables in word format which could have negatively impacted the timeline, create confusion across 17 languages and add massively to the workload of the project owner on client side.

Our team has then implemented the changes received on the translation and proceeded with the next steps, that is image recreation, audio recording, module engineering and linguistic testing. Prior to delivery, a thorough linguistic testing stage is always 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 or to the project scope were dealt with in an efficient and timely manner.



E-LEARNING

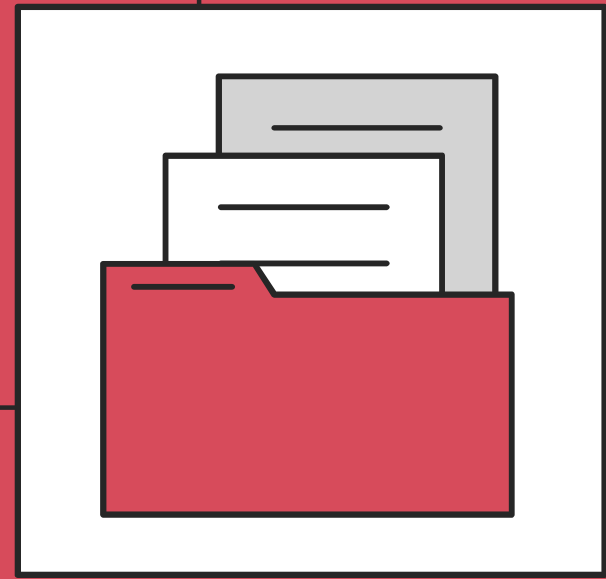


RESULTS

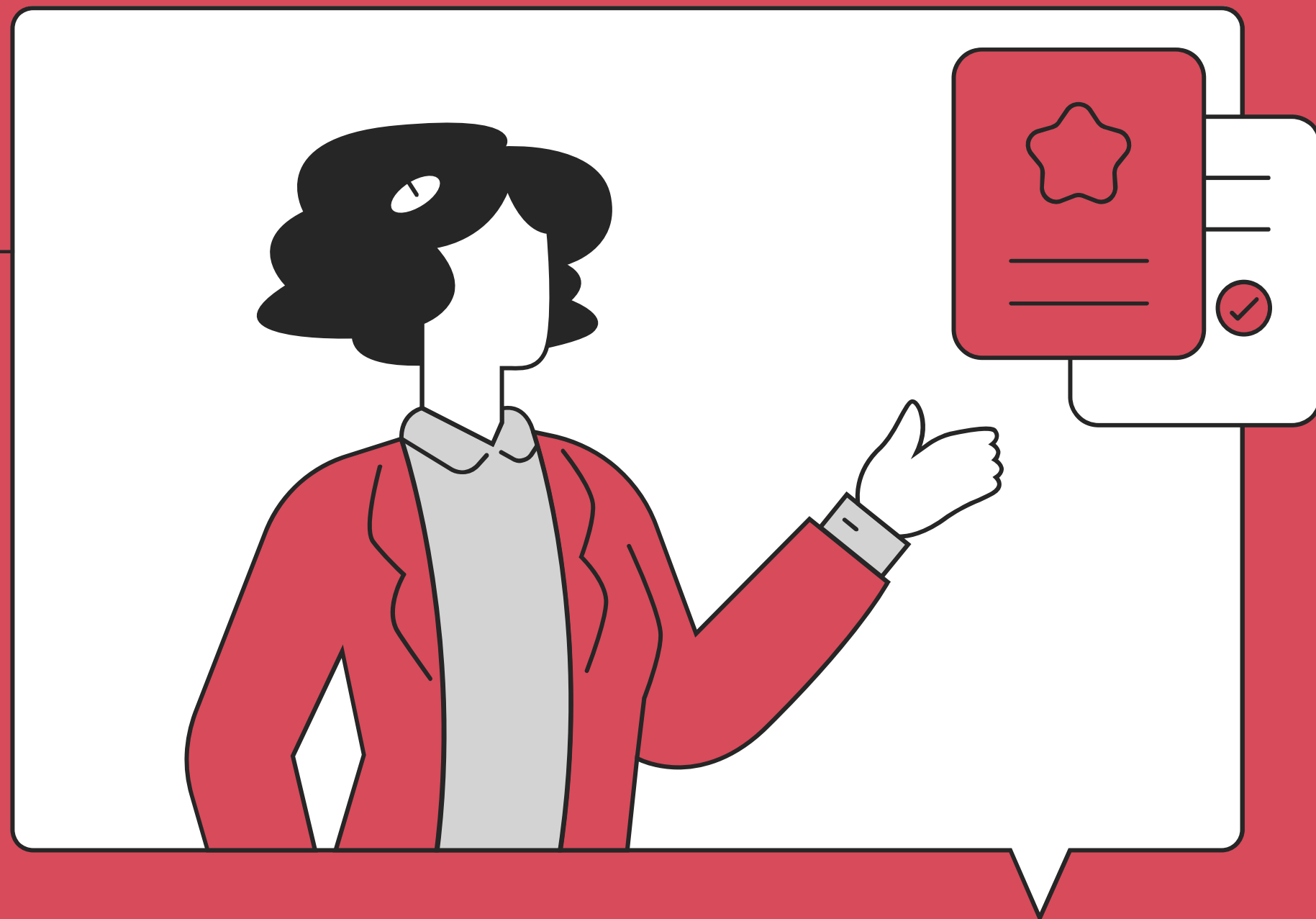
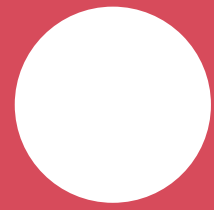
- Fully localised, tested, and functioning modules successfully delivered and signed off by subject matter experts on time with none or little feedback per language!
- Tailored, approved and consistent terminology and style throughout the translated modules.
- Optimised use of the translation memory technology that enabled consistency and savings through leveraging repeated content from current and past projects completed for Ecolab.
- Streamlined process and effective communication liaising directly with Ecolab key stakeholders and subject matter experts.
- All client reviewers have been successfully onboarded onto the online review platform and they have successfully used it to share timely and tracked feedback for our team to implement.

sales@transladiem.com

transla|diem



TESTIMONIAL



“We seem to be all wrapped up on this project, unless client comes back with any requirements after final delivery, but I doubt this will be the case. I would like to extend my thanks to Tess, Arnaud and the team for all the work and effort on this project, especially for all the trouble shooting and last minutes requests. It has been a pleasure working with you all on this.”

E-LEARNING PROJECT MANAGER AT ECOLAB

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

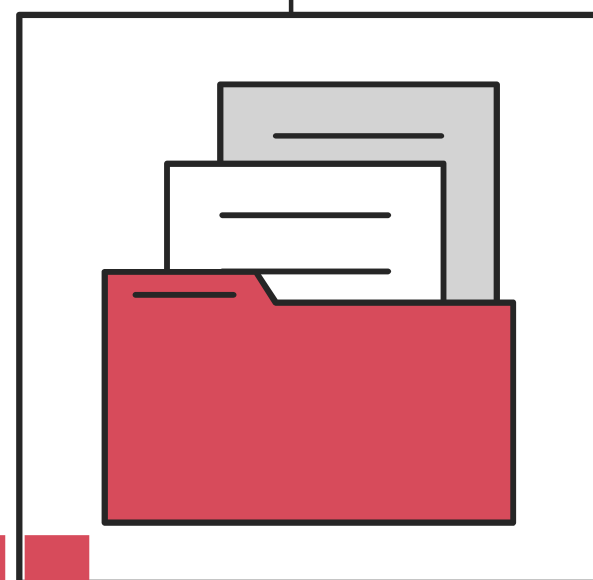
Quality is at the heart of everything we do. Our linguist section process has strict requirements so to allow us to only work with industry-leading translators. We also operate following internationally recognised quality and operational standards such as ISO 9001 and ISO 17100. We ensure that rigid 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!

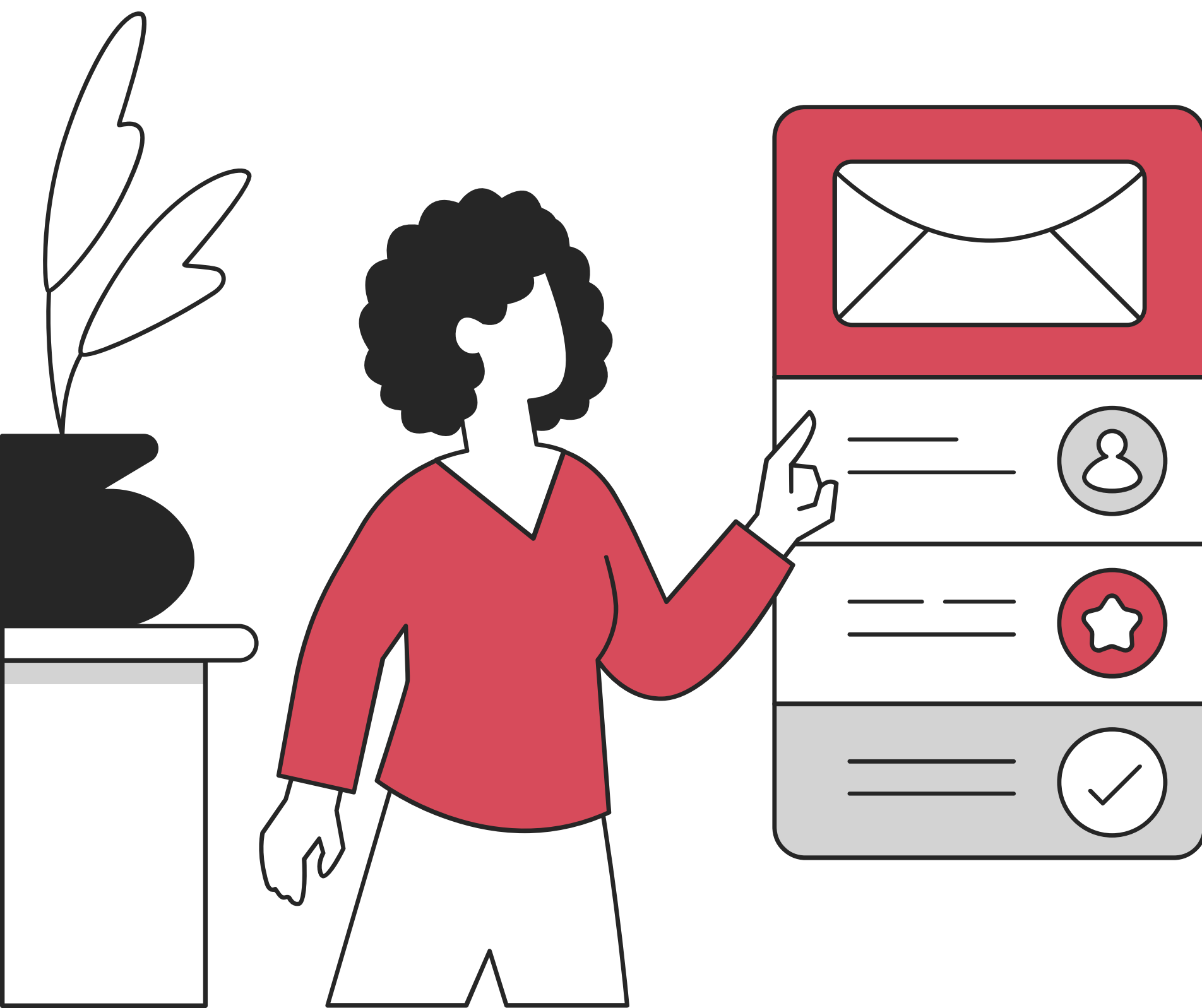


THANK YOU!



DO YOU HAVE ANY QUESTIONS?

www.transladiem.com
sales@transladiem.com



LONDON

115 Coventry Rd, London E2 6GG, United Kingdom



BARCELONA

C/ de Còrsega, 299, 2-2, 08008 Barcelona, Spain