



CASE STUDY

Language services in the **Food & Beverage** sector for the **Learning & Development** division of **Bel Group**.

“LOCALISATION OF A LARGE-SCALE MANAGEMENT-FOCUSED TRAINING CURRICULUM INTO 14 LANGUAGES.”

SPECIFICS

- Implementation and use of the Transladium 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
- Localisation of 1 e-learning module into 14 languages (including RTL languages) built in Storyline in its entirety with audio narration, image and videos embedded as well as localisation of side materials: slide decks, facilitator guides, assessments infographics, etc
- Liaising with the client in-country SMEs and coordinating the entire review process.
- Localisation and recreation of the media elements embedded (images & videos).
- Implementation of client feedback

ABOUT THE COMPANY

The Bel Group (a.k.a. Groupe) is a multinational cheese marketer centred in France. As of 2015, the Bel Group is established in thirty three countries, and its products are sold in 130 countries.

For 150 years, Bel has invented and made unique cheeses from tasty recipes. The unique knowhow and high standards in terms of quality and food safety can be found in each of the 29 Group factories, which produce Bel brands such as Babybel, The Laughing Cow, Apericube, Boursin, Kiri, etc.



OBJECTIVES & PROJET SCOPE



OBJECTIVE

Bel Group designed a large training program for their population of managers that needed fully customised, highly visual and interactive training modules. This multilingual curriculum was to be deployed in 14 languages over a period of 3 months. The aim was to provide managers with essential concepts and practical advice to run effectively the operations within their departments.



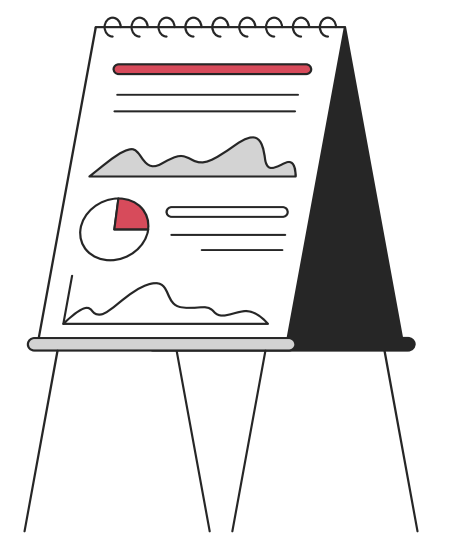
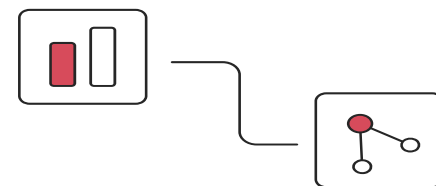
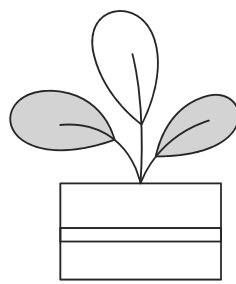
PROJECT SCOPE

The client stakeholder required the localisation of 1 e-learning module and relating slide decks into 14 languages as well as full engineering and recreation of the localised module on Storyline. The extent of training materials dealt with was over 50000 words translated per language, full turnkey delivery of the e-learning module, which means that all images, videos and audio narration located into the module needed localisatioin too. 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 Bel Group 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 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

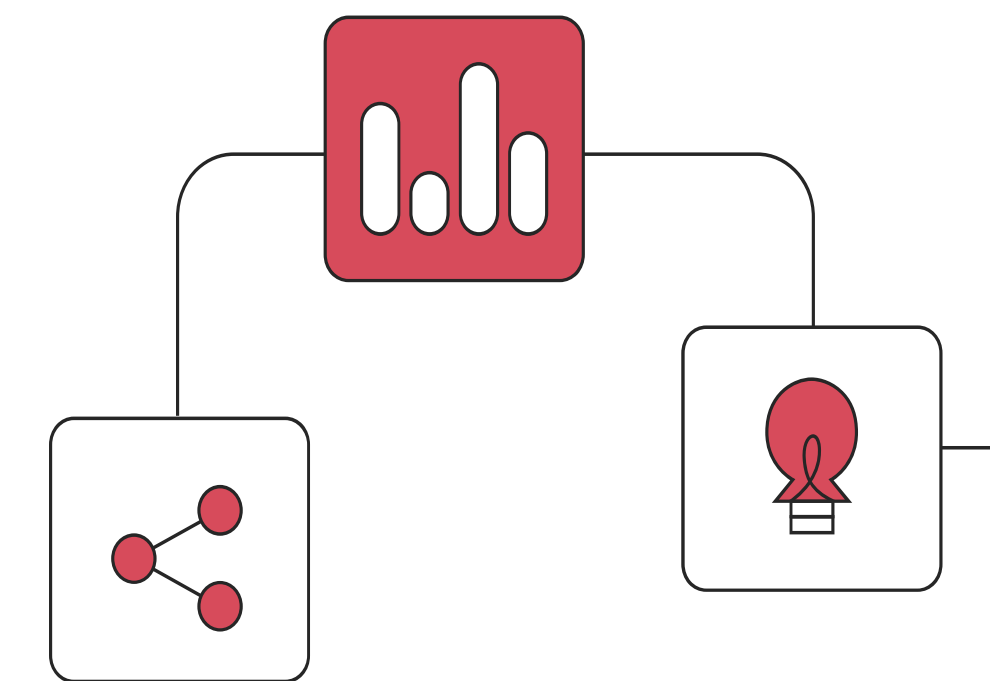
With more than 50000 words to be localised across a variety of training materials (facilitator guide, slide decks, e-learning module built in Storyline) into 14 languages in scope and a clear priority order communicated by the client, our dedicated Transladiem team had to put together the project quotation and a solid 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 and build the project glossary together with the client SMEs so to iron out and approve the key terminology that would be used harmoniously between all 14 different regions involved in the training roll out. Translation was then carried out by following scrupulously the approved glossary terms. 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 independent 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 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 14 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.

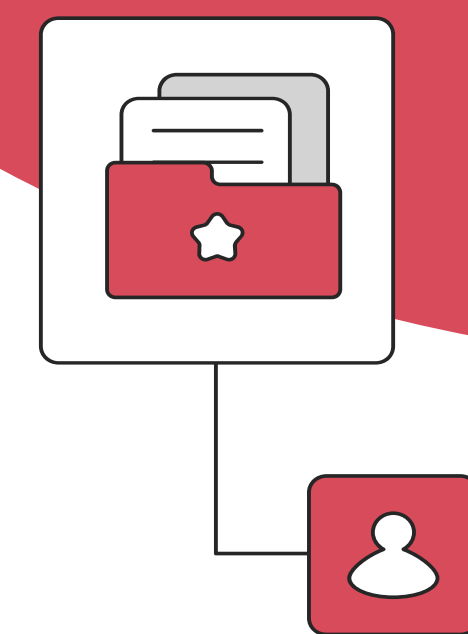


RESULTS

- Fully localised, tested, and functioning e-learning module successfully delivered and signed off by subject matter experts on time with none or little feedback per language. All supportive materials delivered on time with consistent terminology across all files!
- 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 Bel Group 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.

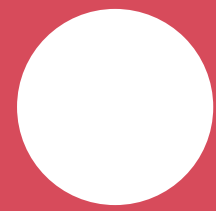


sales@transladiem.com



transla|diem

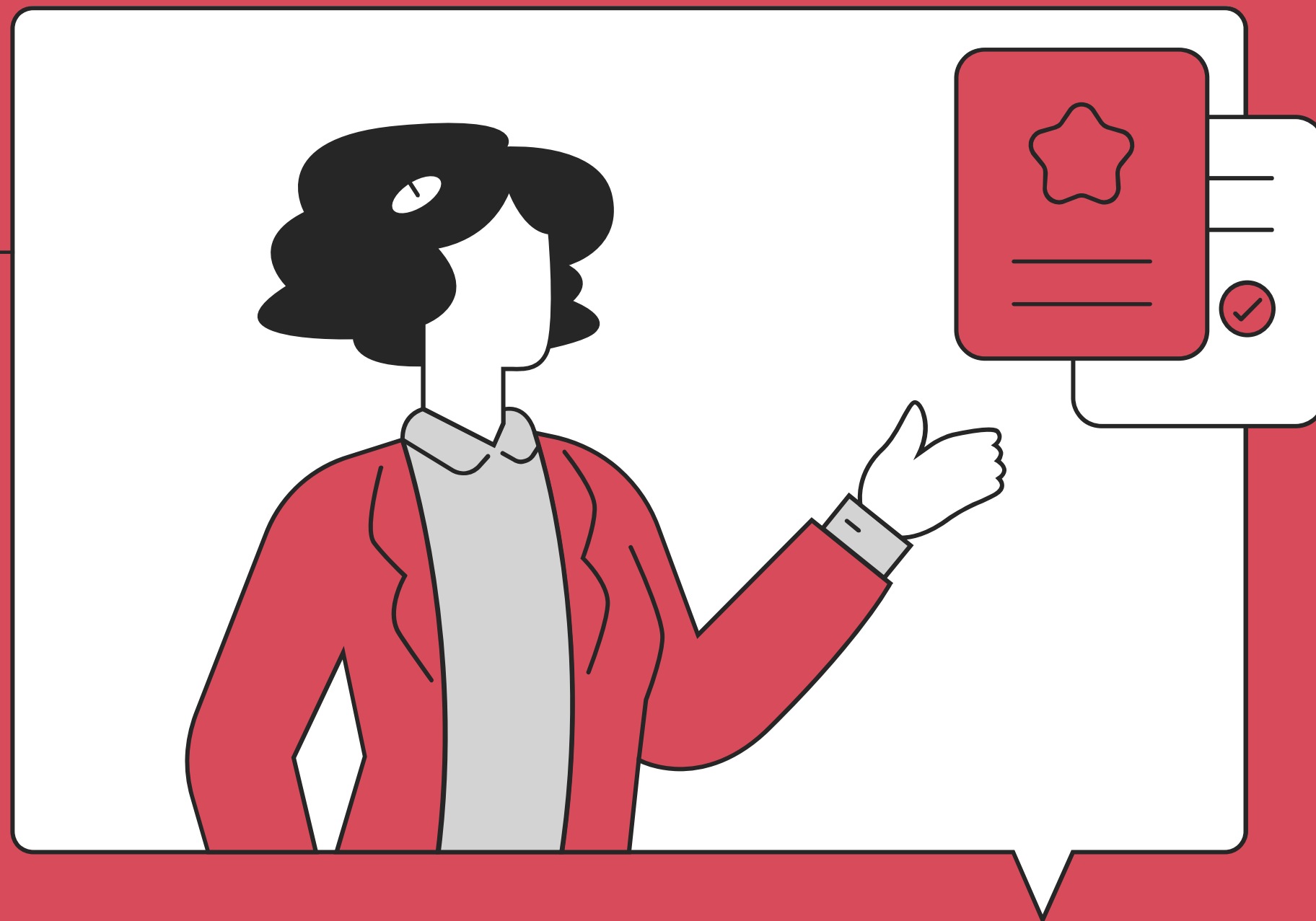
TESTIMONIAL



FR: “Un grand merci aux équipes TRANSLADIEM qui nous ont accompagné sur la traduction, dans 14 langues, de l’ensemble des outils liés à la Transformation Culturelle du groupe (modèle de leadership, guides, modules e-learning, formation managers de plusieurs jours, ...). Une collaboration en coordination directe avec les 14 pays, engageante et patiente, toujours menée avec une rigueur irréprochable, une flexibilité et une disponibilité hors pair.

”

EN: “Many thanks to the TRANSLADIEM teams who supported us with the translation work into the 14 target languages of this project that dealt with all materials linked to the cultural transformation of our group (leadership documentation, guides, e-learning modules, complex trainings for managers,...). Great collaboration for which Transladiem coordinated the project steps directly with the 14 in-country business units involved. An engaging and patient collaboration, always led by an irreproachable rigor, as well as a level of flexibility and availability second to none.



PROJECT MANAGER AT GROUPE BEL

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

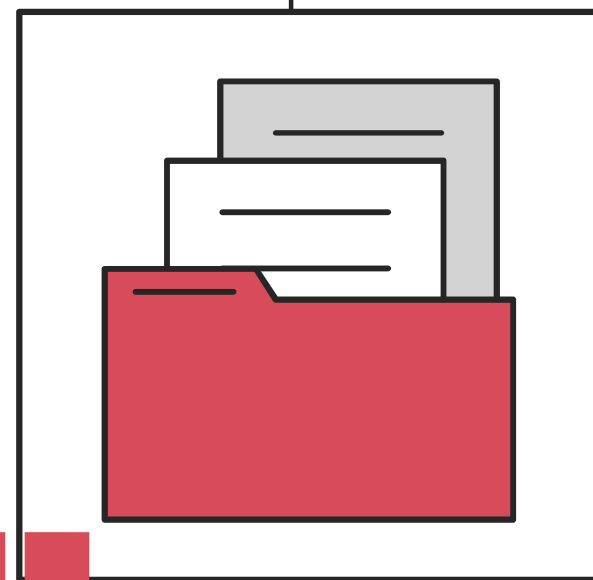
Quality is at the heart of everything we do. Our linguist section process has strict requirements so to allow us to only work with industry-leading translators. We also operate following internationally recognised quality and operational standards such as ISO 9001 and ISO 17100. We ensure that rigid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

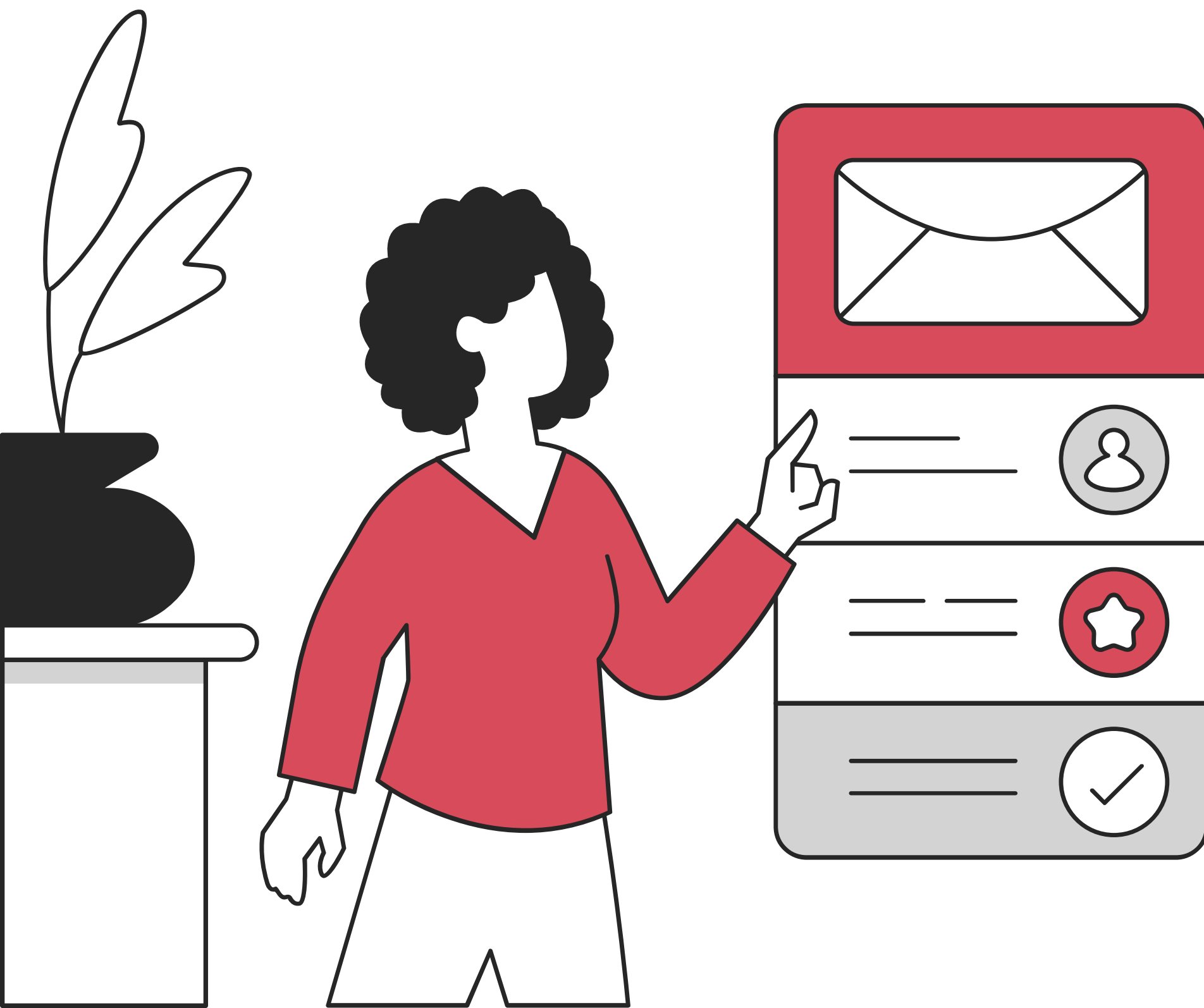


THANK YOU!



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