



CASE STUDY

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

“LOCALISATION OF 2 MODULES BUILT IN ELUCIDAT INTO 16 LANGUAGES.”

SPECIFICS

- Safety walks and project fundamentals modules into 16 languages on Elucidat.
- 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

Sodexo (formerly Sodexho Alliance) is a French food services and facilities management company headquartered in the Paris suburb of Issy-les-Moulineaux. Sodexo offerings range from food service operations including staff restaurants, catering, executive dining, vending, and meal delivery, to integrated facilities management services that include both soft services (reception, concierge, cleaning, pantry, laundry, waste management, etc.) and hard services (HVAC systems, electrical systems, energy efficiency & sustainability services, plumbing, sewage treatment plant operation, annual, maintenance contracts,, etc.).

Sodexo operates in 53 countries and their 422,000 employees serve 100 million consumers each day.



OBJECTIVES & PROJET SCOPE



OBJECTIVE

Sodexo designed 2 e-learning modules for their employees about general H&S at work and fundamental rules for project management that needed to be translated into 16 languages and deployed in a 3-week period of time. The aim was to educate employees on the some of the best practices at work and right courses of action regarding health and safety as well as providing them with a general training on project management such as organisation and time-management.



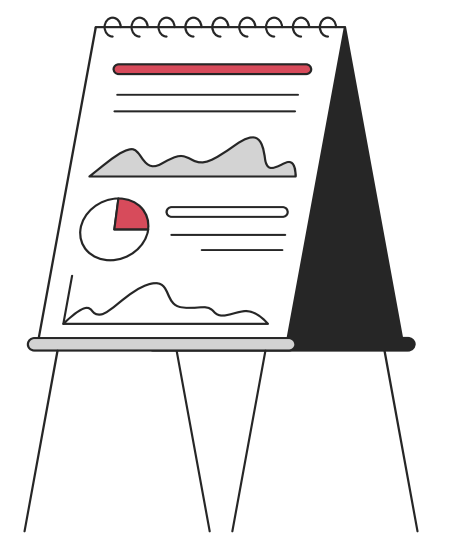
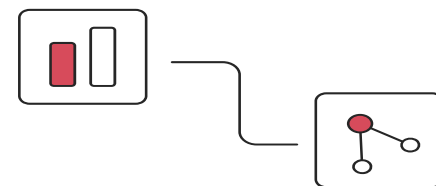
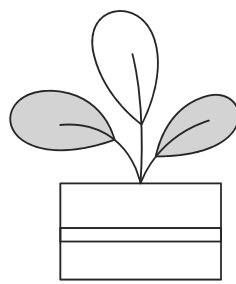
PROJECT SCOPE

The client stakeholder required localisation of 2 e-learning modules into 16 languages as well as full engineering and recreation of the localised variations in Elucidat, plus linguistic testing of the finalised modules. The training modules contained media elements such as images, cards, downloadable resources and videos to be all localised as well. 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 Sodexo 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
- ✓ Create the module variations in Elucidat by populating the translation within the pages, formatting the pages, dropping all localised media elements and replicating the module functionalities and triggers in all target languages.



THE SOLUTION

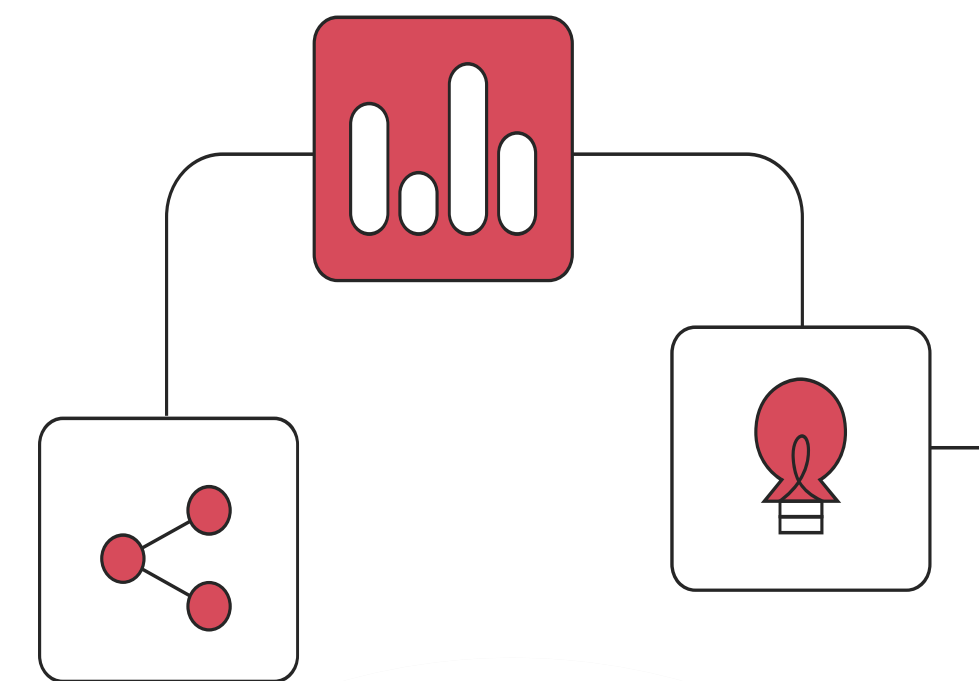
With 32 modules to be delivered across the 16 languages in scope and a clear priority order communicated by the client, our dedicated Transladiem team had to put together the project quotation and a solid timeline based on the client project requirements and timescale. Key dates and step turnaround times 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.

The first step of the project was a thorough preparation of the files such as the exports from Elucidat as XLIFF format, the video scripts as well as the video and image on-screen texts. We have taken advantage of skimming through the files to build the project glossary by selecting the most repeated words and any technical terms or jargon. We had these words translated and we shared them with the client SMEs to get the terminology approved prior to launching the translation step.

Our team selected carefully the right linguists to work with, in this case they needed to have corporate expertise. Translation was then carried out, for which the adherence to the project glossary and translation memory was verified by our team. Across that many files and formats for each language (.XLIFF, .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 the 2 training modules and all elements embedded. We have then launched the proofreading phase as well as 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. All translations were then sent to the client SMEs so to get their approval or preferential changes at this stage in bilingual tables presented in a word document for convenience.

Our team has then implemented the preferential changes received on the translation and proceeded with the next steps, that is image recreation, audio recording, video editing (subtitling and dubbing), module engineering when all module pages are formatted and all media elements are dropped into the module placeholders, and finally linguistic testing. Indeed, prior to delivery, a thorough linguistic testing stage is always carried out, working through each module checking the translated text, visuals and functionality.

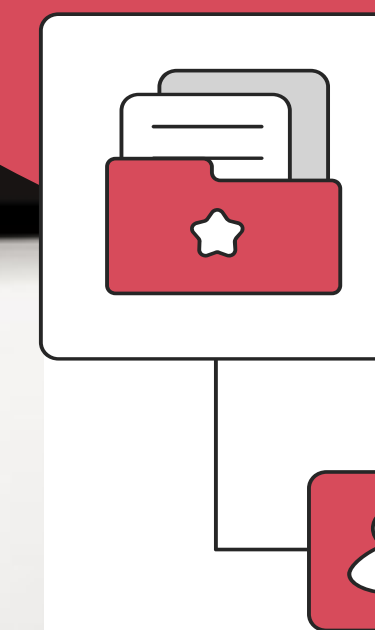
The project management team provided regular updates on the project's status to the client, ensuring timelines were maintained and any changes to content or to the project scope were dealt with in an efficient and timely manner.

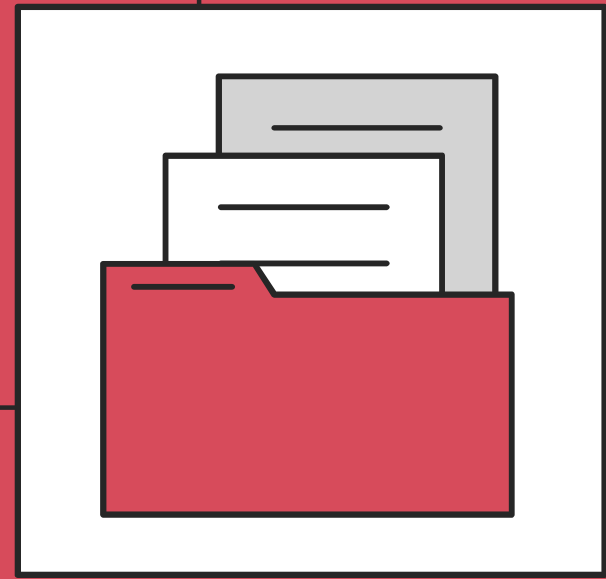


Elucidat

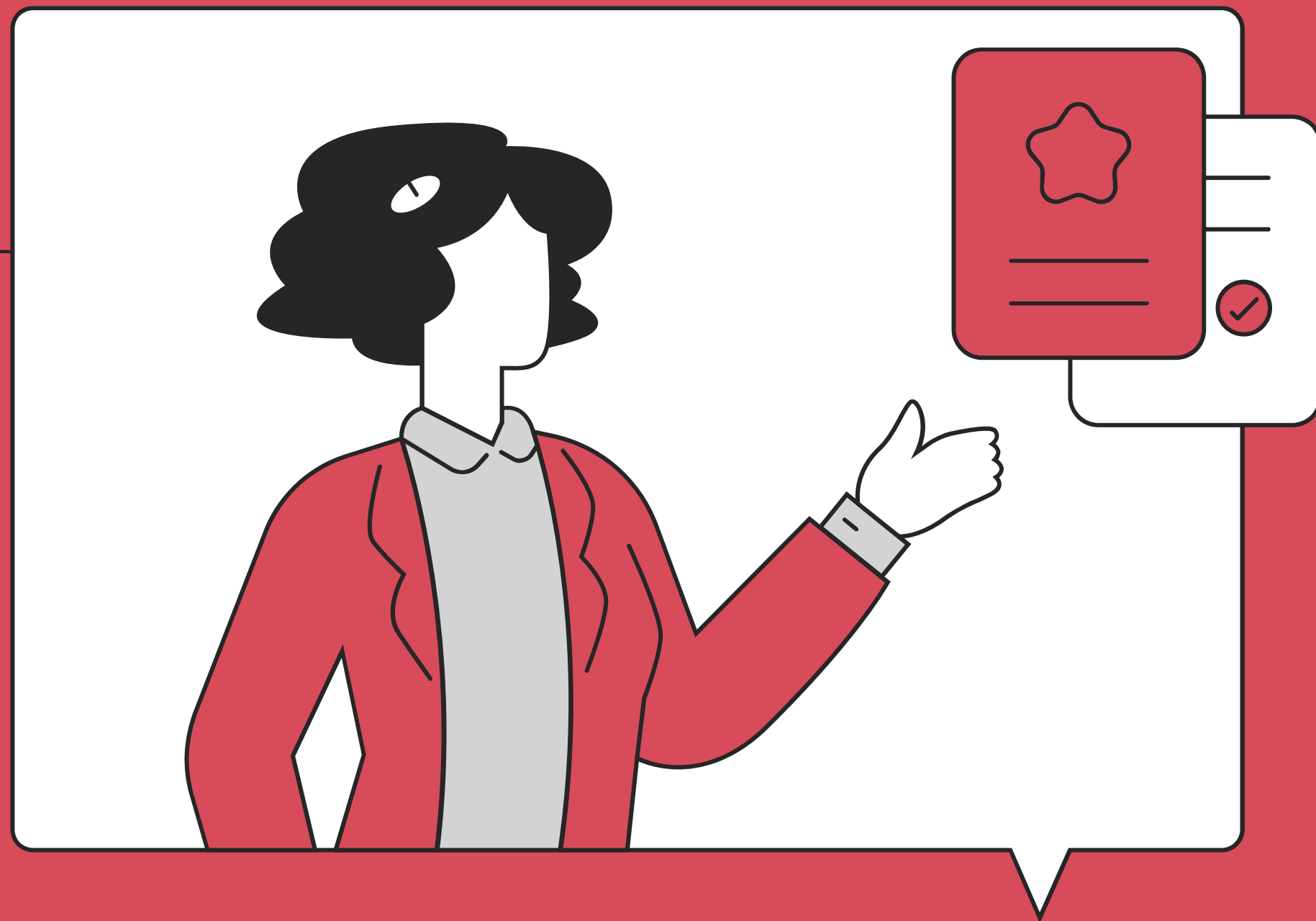
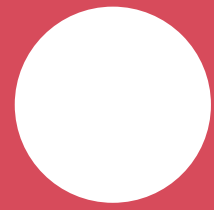
RESULTS

- Fully localised, tested, and functioning module variations successfully delivered in Elucidat 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 Sodexo key stakeholders and subject matter experts.





TESTIMONIAL



“If there was one word to describe working with Transladiem - it would be "adaptability". Sodexo's mission is to reach all employees, so translation has become an integral part of the Learning Project Management. Arnaud and his team were able to assist in multiple projects from mandatory to people management and technical training, often translating into 16 languages at once. Understanding the needs of our varied audiences and multiple stakeholders whilst ensuring speed to market is what made Transladiem stand out amongst competitors. Thank you to the Transladiem team for all their support and efficiency.”

GLOBAL L&D PROJECT MANAGER AT SODEXO

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

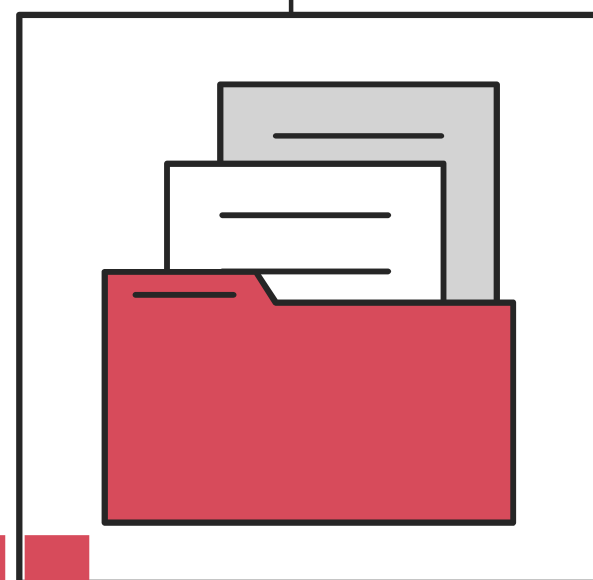
Quality is at the heart of everything we do. Our linguist section process has strict requirements so to allow us to only work with industry-leading translators. We also operate following internationally recognised quality and operational standards such as ISO 9001 and ISO 17100. We ensure that rigid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

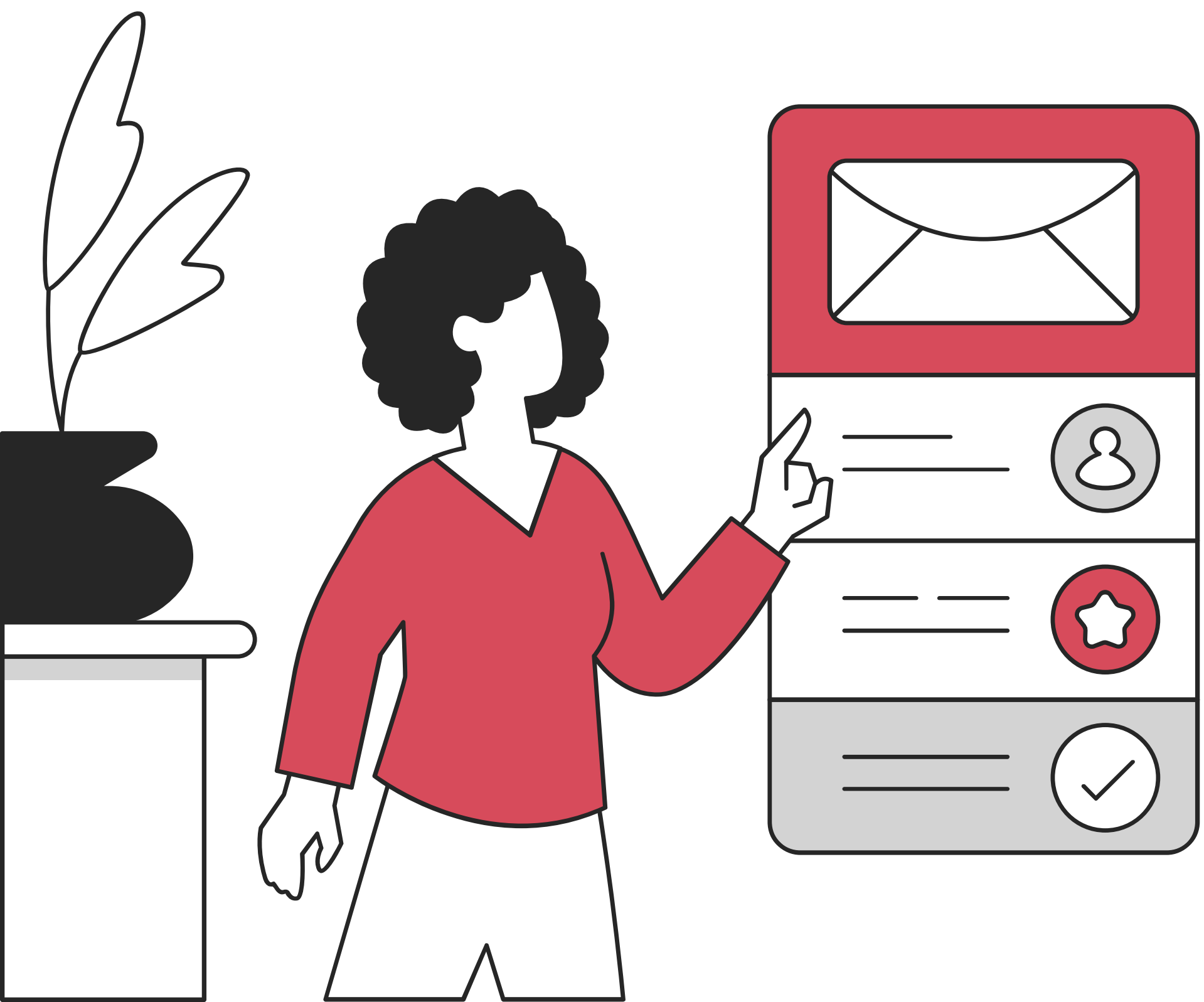


THANK YOU!



DO YOU HAVE ANY QUESTIONS?

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