



## CASE STUDY

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

**“LOCALISATION OF A MASSIVE LARGE-SCALE SALES-FOCUSED TRAINING MODULE INTO 4 LANGUAGES.”**

## SPECIFICS

- Creation and implementation of a multilingual project glossary approved by the client to centralise and harmonise terminology
- Over 250 minutes of video spread across 75 videos designed in VYOND to be subtitled into Italian, Dutch, Swedish and to be dubbed into Canadian French. On-screen text replacement for all videos into all target languages.
- 1 massive e-learning module with over 300 slides to be fully localised (images, videos, resources).
- Creation of the language variations directly within the Elucidat environment
- Coordination of 10 Canadian French voice talents to interpret all characters from the animations built in VYOND.
- 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 a massive e-learning module for their international sales force around client retention. The module was built in Elucidat and made up of over 300 slides with 75 videos embedded, half of them being animations created on VYOND. This multilingual training was to be deployed in 4 languages over a period of 3 months. The goal of this e-learning module was to raise awareness on client retention and go through distinctive signals of clients being at risk and the actions that could be taken to retain clients in these situations.



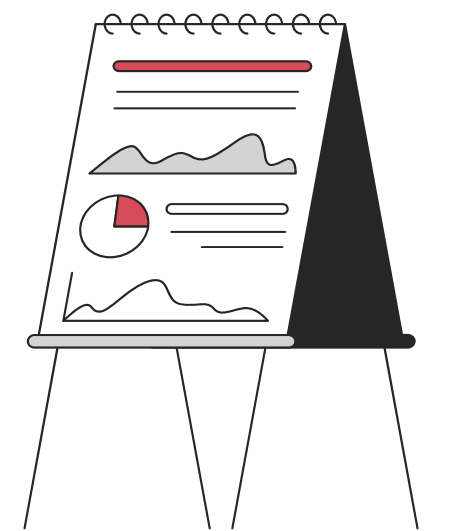
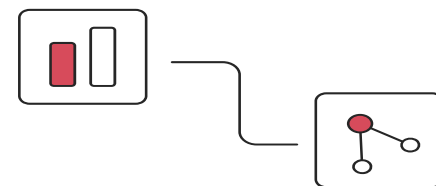
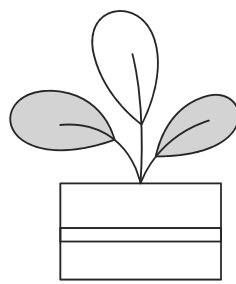
## PROJECT SCOPE

The client stakeholder required the localisation of an e-learning module and all the media elements embedded, that is the images and videos that are part of it. The videos had to be dealt with differently according to the target language, which was subtitling for Italian, Dutch and Swedish and dubbing for Canadian French. Around 50 animations were designed with VYOND which our production is very familiar with and work on regularly. 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.
- ✓ Proceed with massive scale video editing in VYOND that involved dubbing, subtitling and on-screen text replacement to create 200 videos in a record time
- ✓ 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 subtitles and audio script translations with precise time stamps so to produce at a later stage accurately timed audio clips for the audio syncing step of the audio into the videos in Canadian French.



# THE SOLUTION

With a 300-slide module, 75 videos to deal with and over 100000 words to translate into 4 languages,, our dedicated Transladiem team had to put together the project quotation and a solid timeline in place 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 was to go through a careful preparation of the source files received and the creation of all the extra materials we would need to complete this project successfully such as audio scripts and subtitles clearly identified for character-limitation and timing purposes. 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 on one hand and on the other hand experience with character-limitation rules in translation as many video audio scripts and video subtitles 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 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 this training module (over 100000 words per language). 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.

Our team had then to jump on the video editing part of the project into VYOND to create around 200 videos across the 4 target languages. Italian, Swedish and Dutch required subtitling and on-screen text replacement, which can be tricky when it comes to subtitling as in VYOND the camera moves could cause some parts of the subtitles to disappear. Regarding Canadian French, our team had over 200 minutes of audio recorded with a team of 10 voice talents so to interpret all characters shown in the videos.. Our video editing team have then synced all audio clips into the videos and replace all on-screen texts in a record time.

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**

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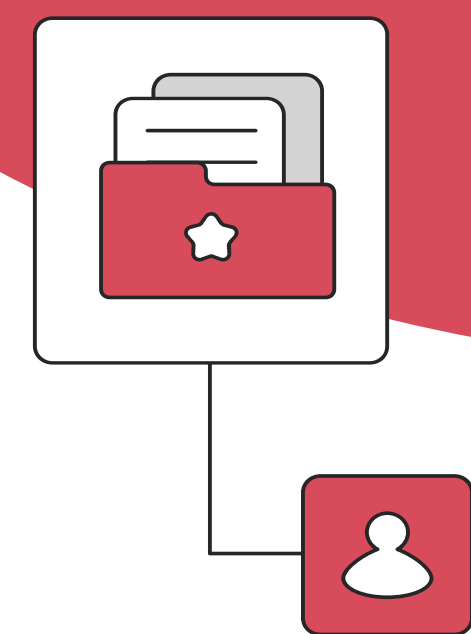
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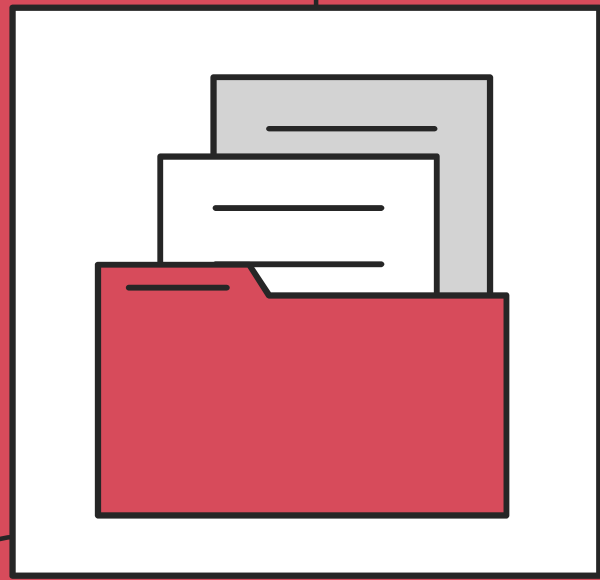
# RESULTS

- 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 Ecolab key stakeholders and subject matter experts.
- Successful localisation of 75 videos per language, from which 50 of them were edited directly in VYOND.

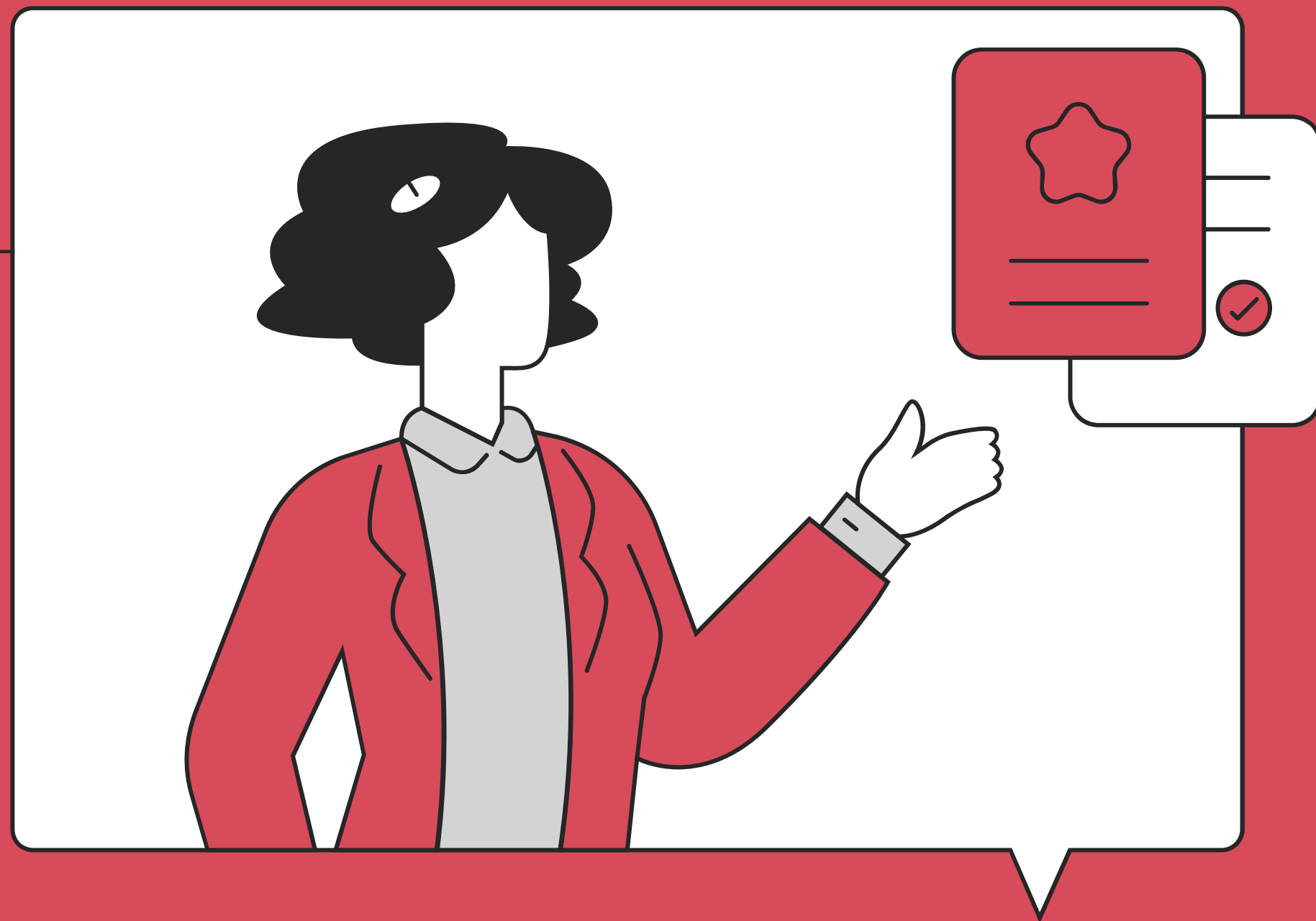
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## TESTIMONIAL



“This was an extremely complex assignment involving multiple modules (one of which was a multi-media, immersive modules of approx. 90 minutes in duration with around 75 videos designed in VYOND) The assignment was to translate this project and all related videos for a global operational audience in multiple languages and under an extremely tight deadline. Transladiem managed a large number of stakeholders, edits and re-edits, always remaining professional and ensuring timelines were respected. The project was an organisational priority and the whole team remain focused on helping us deploy this module successfully. The added complication was the number of proprietary terms which had to be translated in some languages, and kept in English in others. I’m grateful to the team for their dedication and attention to detail throughout! Transladiem worked with several internal stakeholders from a variety of geographies and time zones to produce a great piece of work that is still being widely consumed today. Prompt, efficient, professional and client focused – they delivered, which helps us deliver...thank you!! ”

**L&D 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**

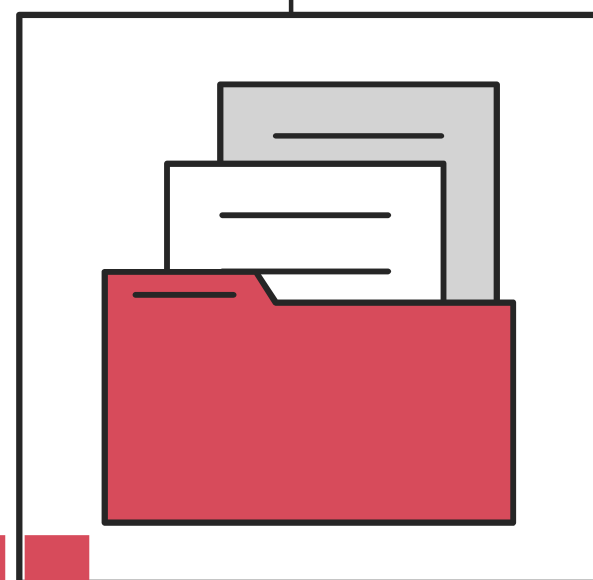
Quality is at the heart of everything we do. Our linguist section process has strict requirements so to allow us to only work with industry-leading translators. We also operate following internationally recognised quality and operational standards such as ISO 9001 and ISO 17100. We ensure that rigid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

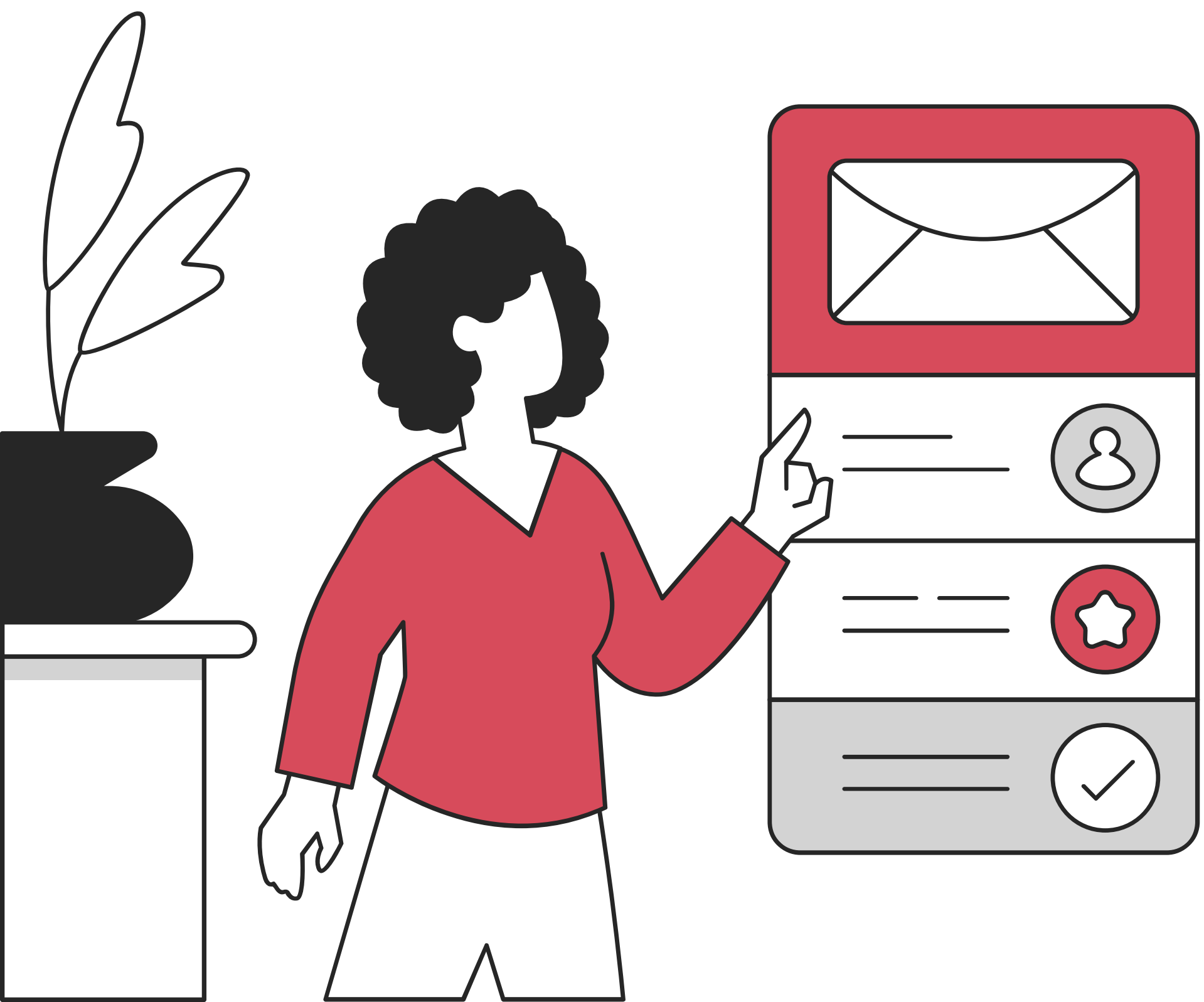


# THANK YOU!



**DO YOU HAVE ANY QUESTIONS?**

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