

# Enhancing the eLearning Experience

The Rise in Multilingual Voice Over and Subtitling Services



# The Increasing Trend Toward eLearning

**"COVID-19 has jolted businesses into changing [behaviour] holistically, and learning and development (L&D) departments are uniquely positioned to be at the [centre] of that change."**<sup>1</sup>

Well before the onset of the latest pandemic, there has been an increasing trend in eLearning investment. Why? Well, for starters, online learning requires on average 40% to 60% less time to complete than traditional classroom learning. It is also generally less expensive and requires less complex logistics.

There is no need, for instance, to organise the travel and accommodations for instructors, no need to rent space, and no need to ensure all learners are available at the same location and at the same time. And when multilingual voice over and subtitling are added, companies are better equipped to involve and engage a more diverse workforce - key differentiators for global companies with an international workforce.

Companies are also increasing investment in multilingual voice over and subtitling technologies to enhance the eLearning experience. Since eLearning narration with subtitles helps to personalise and humanise the learning process, international employees are better able to retain and absorb newly acquired skills, adding value to the overall learning experience. In fact, by enhancing eLearning courses, companies are better able to stimulate interest and increase productivity - and that leads to a greater return on investment.

## eLearning vs. Traditional Learning

Learning at your own pace

Smaller setup costs

Accessible from home

Available 24/7/365

Less time to complete

Open to everyone



*In global, multicultural organisations, simply expecting all employees to speak one common language, such as English, marginalises the potential impact of international talent and leaves monolingual staff ill-equipped to help the organisation compete effectively in a globalised environment.<sup>2</sup>*

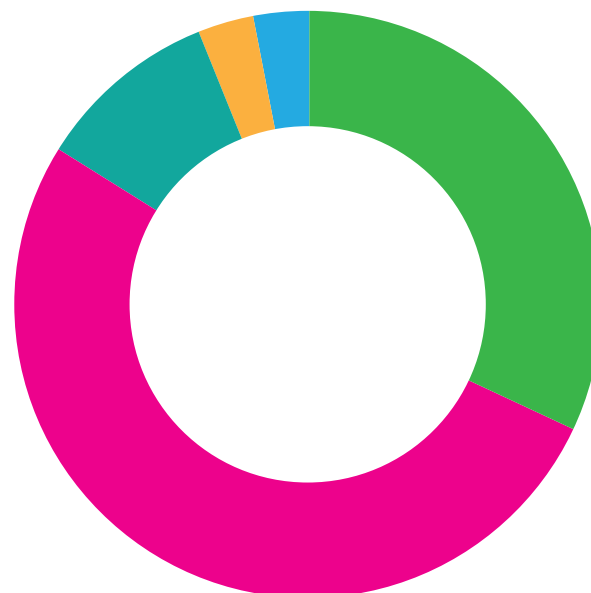
## eLearning for a Diverse Workforce

Forbes Insights, in collaboration with Rosetta Stone, conducted a survey of more than 100 executives at large U.S. companies “and found that language barriers have a broad and pervasive impact on business operations.”<sup>2</sup>

In fact, 84% of the surveyed executives agreed that employees are more productive when their managers or executives communicate with them in their native language. Although the survey primarily centred around improving the multilingual skills of a company’s entire workforce, the results emphasise the many benefits a company and its employees stand to gain when language barriers are removed. eLearning classes that offer multilingual voice over and subtitling options are one powerful way to remove these barriers.

Employees are more productive when managers or executives communicate with them in their native language.

- Strongly Agree - 32.00%
- Agree - 52.00%
- Disagree - 10.00%
- Strongly Disagree - 3.00%
- I Don't Know - 3.00%





# The Many Benefits of Enhanced eLearning Courses

Trying to absorb new information is already challenging enough. So, when employees whose first language is not English are offered English-only eLearning content, the learning process becomes that much more complicated and confusing.

This is where multilingual voice over and subtitling services come into focus. Investing in quality eLearning courses with these advanced technologies will help to strengthen cultural understanding and respect while increasing productivity, efficiency, and the quality of work. In fact, in some environments, adding voiceover translation and subtitling for online training courses also helps to promote a safer work environment, "an issue of significant importance for many firms that have opened overseas and domestic manufacturing facilities employing foreign-born workers."

The ability to read and listen to eLearning content in one's own language has a significant impact on how well the content will be understood and retained. It removes any ambiguities and ensures that the messaging remains consistent. Whether employees are learning new material, upskilling, or reskilling it is highly advantageous to them - and to your company - if the material is offered in their native language and dialect.

*[P]rior to the Television Decoder Circuitry Act of 1990, which mandated that all new model television sets be equipped with closed captioning decoders, the demographic who bought the most closed caption decoding equipment in the U.S. were ESL learners.<sup>3</sup>*

## Three Ways to Enhance the eLearning Experience

### Closed Captioning

Closed captioning is often used as a primary tool to assist learners within the Deaf and Hard of Hearing (D/HoH) communities. However, all learners can benefit from closed captioning. In fact, "a study conducted in the U.K. and reported by the BBC found that 80 percent of people who used closed captions... have no hearing loss at all."<sup>3</sup> Those, for instance, who are not native speakers often follow

closed captioning as a means to strengthen their language skills. Closed captions are also a very welcomed tool in sound-sensitive environments or in circumstances that require the audio volume to be lowered. For eLearning, closed captioning boosts knowledge retention and appeals to a broader range of learners.

### Subtitling

Slightly different from closed captioning, subtitles do not explain the background noises or give any other context cues that closed captioning provides. Simply put, subtitles provide a text alternative to the audio being presented and have become an invaluable part of the eLearning

experience. Efficient and accessible, subtitling can also be localised into any language. When your global workforce can read subtitles in their preferred language, engagement, comprehension, and retention will likely all increase.

### Voiceover

Voiceover technology, if professionally crafted, helps to connect with learners regardless of their demographic. Multilingual voice over helps to deliver your eLearning material and messaging as a genuine, meaningful, and valuable resource to your employees. In fact, voiceovers offer a sense of authenticity that eLearning courses on their own sometimes miss. By investing in multilingual voice

over services you will provide your international employees with a fully localised eLearning experience.

And while voiceover, closed captioning, and subtitling services were already growing in popularity among corporate eLearning circles, along came COVID-19.



# The Impact of COVID-19 on Voiceover and Subtitling Demand

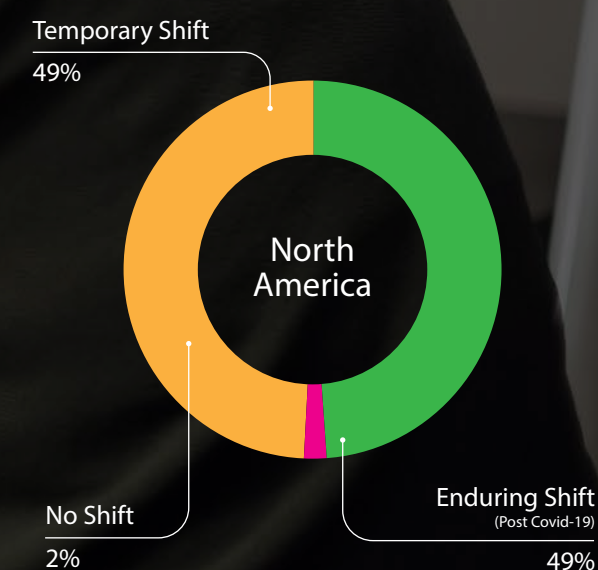
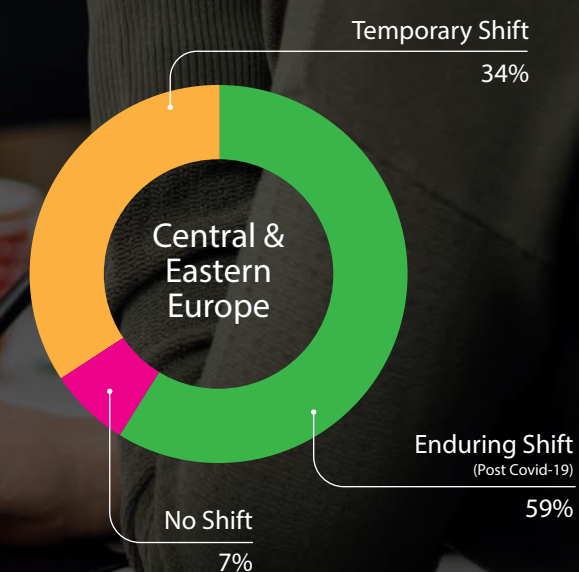
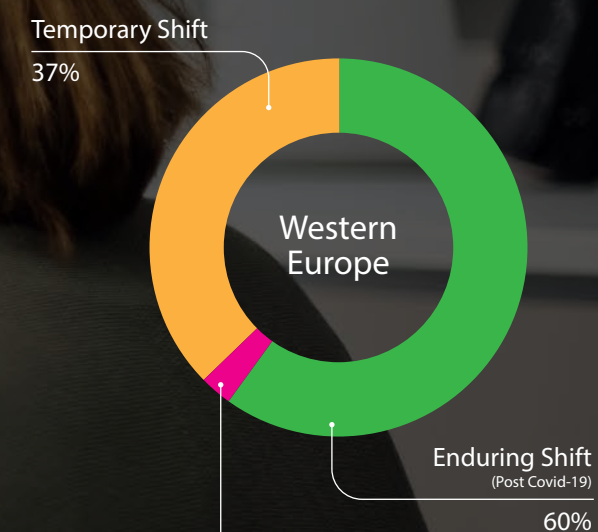
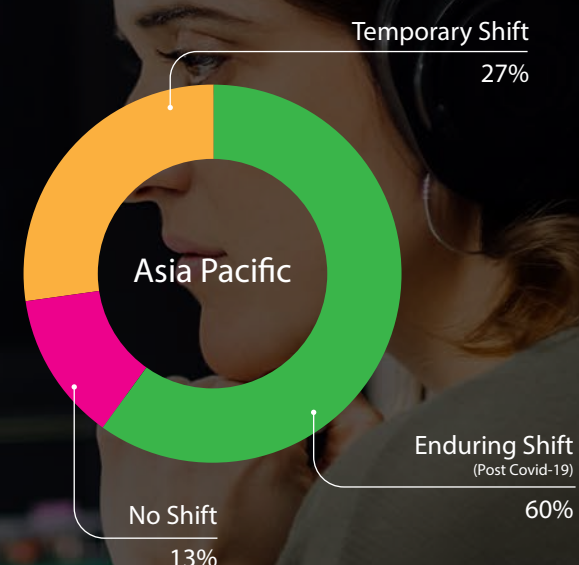
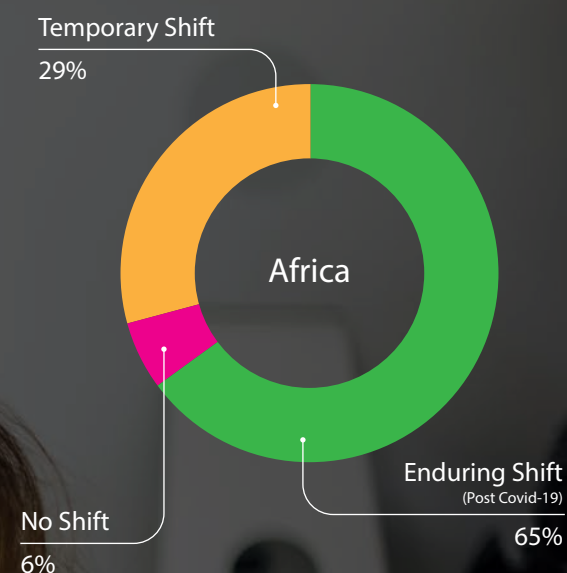
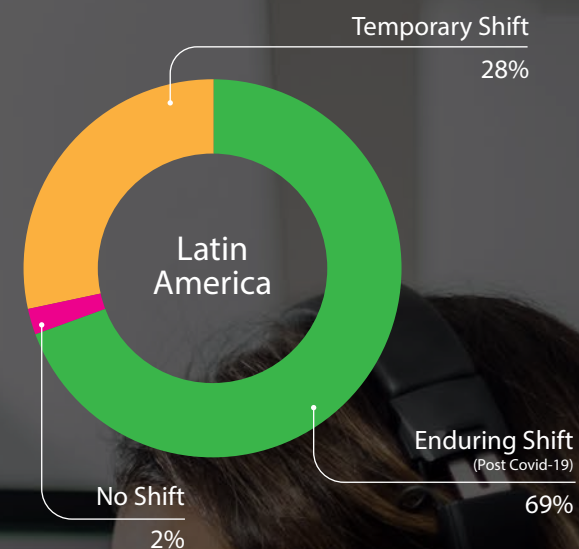
## Increase in Remote Working

COVID-19 has certainly sparked a noted increase in eLearning voiceover and subtitling demand across industries, including the healthcare and pharma sectors. As Dr Jannuzi, a cardiologist at the Heart Center's Mass General Hospital in Boston (and professor of medicine at the Harvard Medical School) puts it, "[f]rom an educational perspective, the COVID-19 pandemic has opened up numerous doors that were not previously opened, including an astronomical growth in online learning... national and international meetings being converted into virtual meetings online, and an enormous explosion of online education..."<sup>4</sup>

And while some companies have seen a temporary drop in voiceover adoption due to budget cuts, layoffs, and closures, there will undoubtedly be a continued demand for eLearning narration and subtitling for the foreseeable future - it all lies with the growing adoption of long-lasting (and permanent) remote working environments.

In a recent PwC survey, nearly 700 CEOs worldwide "agree[d] that remote collaboration is here to stay for the long-term."<sup>5</sup>

Although the majority of CEOs contend that remote working is likely part of their continued and shared reality, one of the most common concerns is the ability to maintain a strong corporate culture. This concern has led to an increased investment in EDTech to better reach and engage a diverse and global workforce.



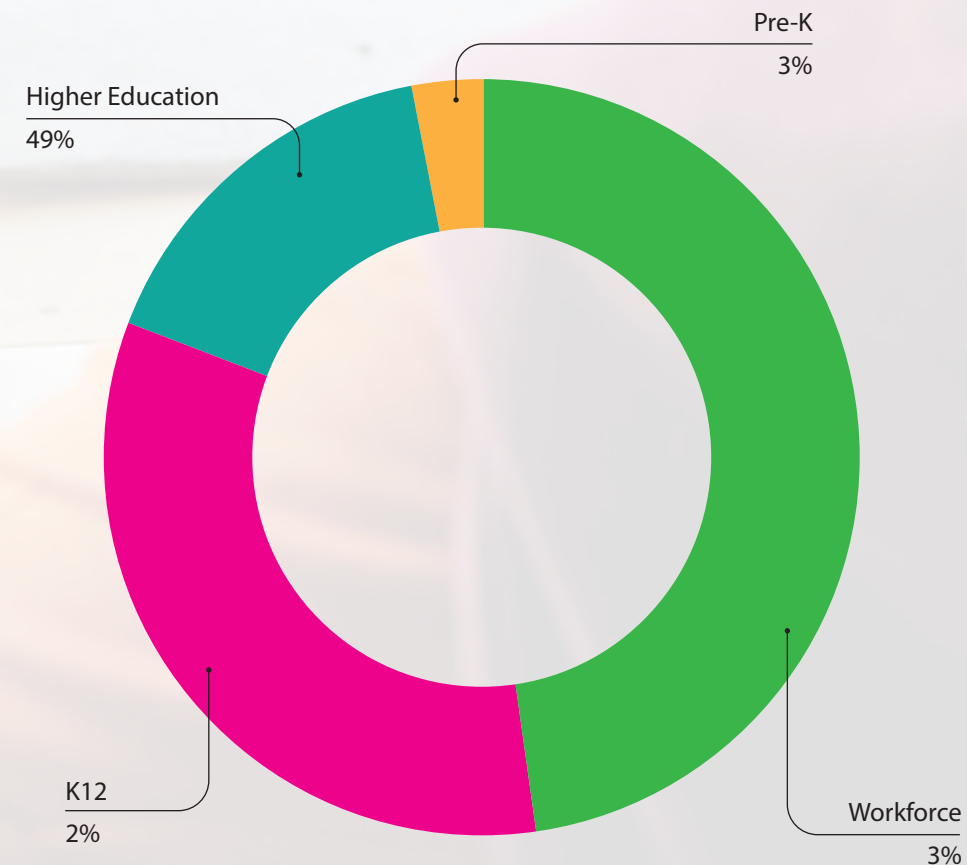


## Increase in EdTech Investment

Since the onset of the pandemic, companies in nearly every industry have had to shift to remote working environments. This shift has inevitably led to a significant increase in EdTech investment. In fact, nearly half of the 2020 EdTech investment did not come from the educational sector but rather from the global workforce.

As a growing number of industries are now investing in advanced educational technology to manage their remote employees, investment in eLearning will likewise continue to rise, along with accessible eLearning technology.

EdTech Venture Capital Deals by Segment (2020)



*With a quick and adaptive approach, ideas such as e-learning, online training and virtual communication can be successfully implemented throughout the workforce, even from home.<sup>6</sup>*



## Multilingual Voice Over and Subtitling Services

Companies invest in eLearning programs with three central goals in mind - maintain employee skillsets, develop skillsets even further, and help their company grow.

In order to meet these goals, the eLearning material and overall messaging needs to clearly resonate with all learners. Global Lingo helps you convey your eLearning messages more efficiently while boosting engagement with your diverse audience worldwide.

Throughout the years, Global Lingo has worked with dozens of clients in the educational, digital learning, and training sectors providing exceptional voiceover translation, live captioning, and subtitling services.

However, since the onset of the pandemic, we have seen a sudden uptick in the number of requests for these specialised services from a much wider range of sectors. Requests for live captioning for web meetings, in particular, have seen a sharp increase over the past year.

## Accessible eLearning Technology

We all learn and retain information in any number of ways, but what about those with disabilities?

With 20% of UK residents and 25% of US residents living with a disability\*, it is not surprising that both countries have implemented laws surrounding digital accessibility. As more and more companies transition online to conduct business, digital accessibility hasn't just become a hot topic - it has become the law.

If you plan on publishing your eLearning courses on your website, and especially if you plan on making them available to the public, investing in closed captioning, voiceover, and subtitling services will undoubtedly help create a more inclusive learning environment while keeping you compliant.

*We retain approximately 10 percent of what we see[,] 30 to 40 percent of what we see and hear[,] and 90 percent of what we see, hear, and do.<sup>7</sup>*



## Specialised Services

### Live Captioning

Live captioning has been one of Global Lingo's fastest growing service offerings in recent years. In fact, from 2019 to 2020, demand for our live captioning services has increased by nearly 30 percent.

Our skilled, native stenographers offer spoken English-to-English live captioning as well as spoken English to non-English captioning. For non-English captions, we provide both native stenographers as well as advanced machine translation (MT) services for rarer languages.

### Increase in Live Captioning Projects

2019

2020

28% Increase

## Specialised Services

### Subtitles

Global Lingo uses both embedded subtitles as well as subtitles provided as SRT/VTT formatting, and offers subtitling services for our clients in a broad range of industries.

Over the years, we have helped our clients with hundreds of subtitling projects for eLearning, and in the past year, our subtitling services have increased by more than 300 percent.

### Spike in Subtitling Services

2019

2020

324% Increase



## Specialised Languages

Although Global Lingo offers language support in more than 150 languages worldwide, the below table displays the most commonly requested languages for subtitling, closed captioning, and multilingual voice over services.

Arabic	Chinese	Croatian	Czech	Danish
Dutch	Estonian	Finnish	French	German
Greek	Hindi	Hungarian	Italian	Japanese
Korean	Latvian	Lithuanian	Norwegian	Polish
Portuguese	Romanian	Russian	Slovak	Slovenian
Spanish	Swedish	Thai	Turkish	Ukrainian

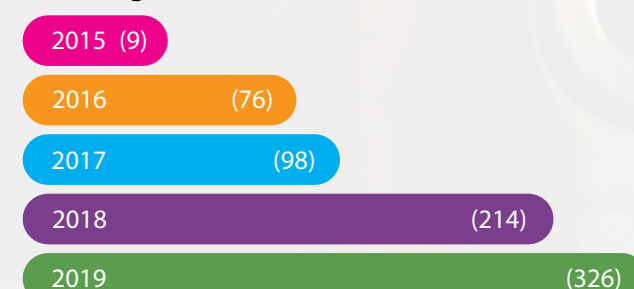
## Specialised Services

### Voiceover

In just the last few years, Global Lingo has provided multilingual voice over services for well over a thousand eLearning projects. Our voiceover technology has been well received by our clients from diverse backgrounds, and the demand continues to grow to this day.

When you partner with Global Lingo for your multilingual voice over needs, you will enjoy a selection of professional voiceover artists and a wide range of voice customisation choices around accent, age, gender, tone, and style. Voiceover can be provided as simple narration or with characterisation, for complex, multi- character scenes.

#### Growing Demand for Voiceover Services





# Customisation with End-to-end Service

Creating and delivering successful eLearning courses is an intense undertaking with many moving parts.

After all, many companies are attempting to engage a diverse workforce, hold their attention, and ensure they fully understand the messaging. With so much at stake, expecting internal staff to manage your voiceover translation and subtitling work might not be in your best interest.

By working closely with you to understand your unique eLearning goals, our team will provide you with customised end-to-end language services. Whether you require multilingual subtitling, closed captioning, voiceover work, or all three, our end-to-end services allow us to work with your original video content in the native format and complete the entire process. We'll handle it all - recording, editing, and QA/testing - so that you can focus on what you do best. Enhance the eLearning experience for your employees by partnering with an experienced eLearning language services provider (LSP).

Let us be the conduit between your eLearning material and your diverse, international learners. Bring new life to your eLearning courses by partnering with Global Lingo today.

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