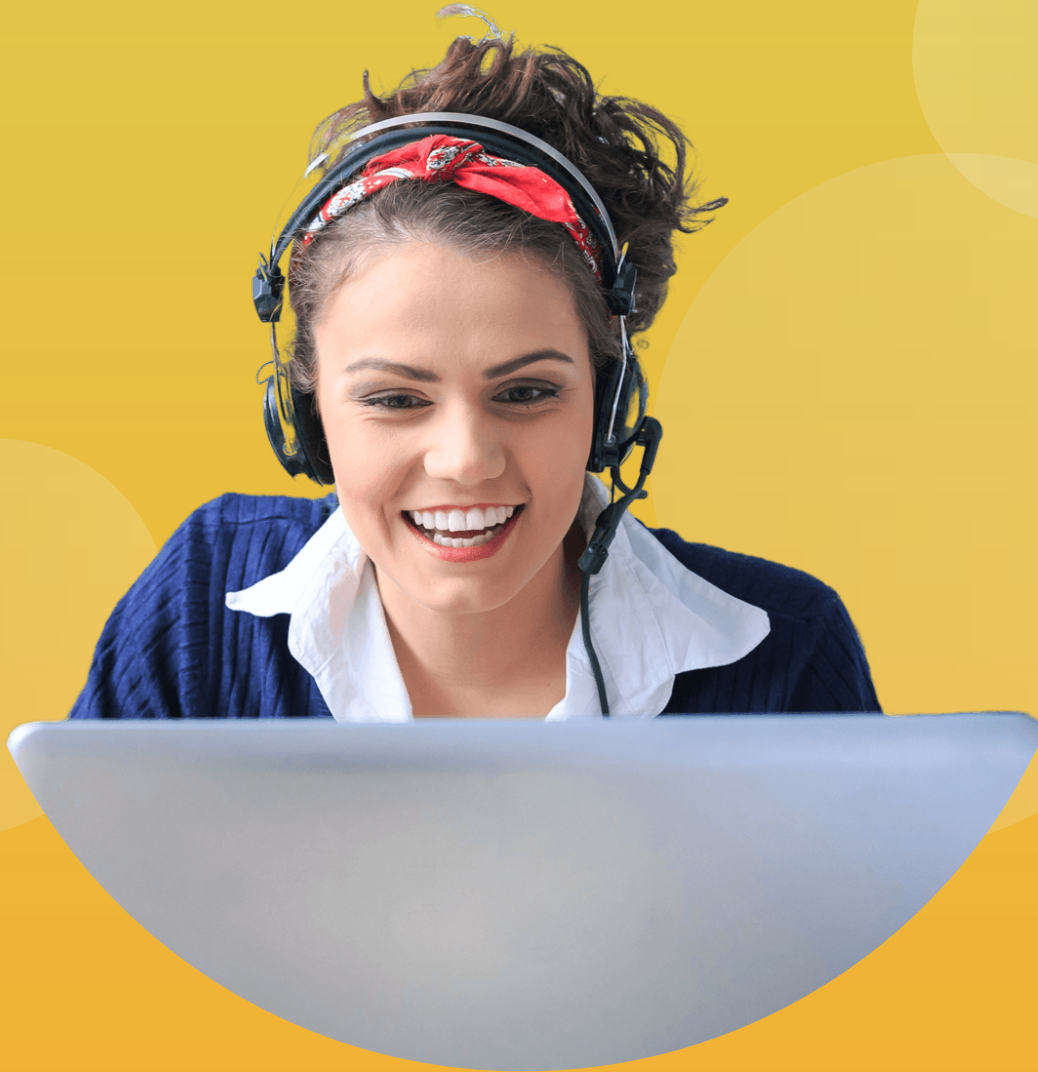


# GLOBAL LINGO

Fluent Communications

DeltaNet International



## CASE STUDY

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Outstanding language services in the  
learning & development sector for **DeltaNet**



## About the company

DeltaNet International is a global team of specialists with over 20 years of experience, providing off-the-shelf and bespoke Compliance, Health and Safety, Security, and Performance Management e-Learning, as well as learning management platforms and solutions.

With Human Resources (HR) and Learning & Development (L&D) departments not only needing to demonstrate a return on investment from global training programs but also employ innovative methods for increasing the uptake of information, the pressure is on companies like DeltaNet to provide measurable results while producing dynamic and captivating learning solutions.

## The challenge

DeltaNet was asked by a multinational speciality chemicals and sustainable technologies company to develop fully bespoke, interactive training courses, incorporating interactive elements such as animations, audio, and video.

- ▶ The objective was to educate employees on the company's Code of Ethics, covering topics such as health and safety, working ethically and legally, conflicts of interest, personal data and information security, bribery, and environmental responsibility and sustainability.
- ▶ Information was to be delivered in a captivating manner, and test learners on an ongoing basis throughout the course to actively measure progress.
- ▶ The course duration was approximately 30 minutes in length, equating to 15,000 words across text and audio.

- ▶ The delivery had to be highly professional with the company's CEO involved in a video introduction at the start of the course.
- ▶ The course was to be fully localised into Chinese, Dutch, Finnish, French, German, Hebrew, Hindi, Italian, Japanese, Korean, Macedonian, Malay, Marathi, Polish, Portuguese (for Brazil and Portugal), Russian, Spanish (for Latin America), and Swedish.
- ▶ Subject matter experts (SMEs) were to be involved to understand and capture the client's corporate tone-of-voice and ensure the company identity was accurately recreated in all 21 languages to create the most impactful learning experience.

## The solution

- ▶ Carefully selected teams of translators and proofreaders were assigned for each language, with linguists chosen for their experience in chemistry, corporate ethics, and compliance topics.
- ▶ A 'Project Launch' meeting was held between stakeholders from DeltaNet and the dedicated Global Lingo team, during which project milestones were discussed, potential challenges assessed, and a detailed schedule devised. Client SMEs were informed in advance, so they would be fully aware of when input would be required, thereby helping to secure the overall timeline.
- ▶ Translation memory technology was used to guarantee ongoing stylistic consistency and to generate substantial cost savings for repeated content appearing across the course and audio content.
- ▶ A bespoke workflow was devised, fully translating the course content first, for SMEs' review and sign-

off, after which audio script was translated using signed-off course translation, creating an easier more streamlined process for ensuring linguistic consistency between course content and audio script.

- ▶ For translation review, SMEs were provided with a simple bilingual table in which to input any changes. All SME preferences were updated to the translation memory ensuring all client preferences were captured and ready for use during subsequent translations.
- ▶ Prior to delivery, a thorough QA and sign-off stage were carried out, working through the course checking the translated text, visuals, and functionality. The project management team provided regular email and phone updates on the project's status, ensuring changes to content were dealt with in an efficient and timely manner.

## The outcome

Working with us on a project such as this has many benefits, some of which are listed below. However, we feel the ultimate benefit is the service we offered to DeltaNet not just the specific solution showcased here.

As with every project we undertake, our attention to detail and willingness to be flexible was a key factor in a project outcome. No two projects are the same and we always approach every new task with this in mind, but can of course leverage our knowledge and experience to make the whole process as easy as possible for our clients.

As DeltaNet discovered, it is our people and project management skills, that sets us apart from other language service providers.

Benefits for DeltaNet included:

- ▶ Fully localised, tested, and functioning modules successfully delivered.
- ▶ Linguistic consistency achieved across all course elements (course, audio, supporting documents)
- ▶ Terminology and style tailored to client's corporate identity and tone-of-voice.
- ▶ Significant ongoing cost savings are achieved through using translation memory and leveraging repeated content.
- ▶ With the ability to localise courses produced in any e-Learning authoring tool into any language, Global Lingo collaborates closely with DeltaNet to localise training modules for a variety of clients.

# World-leading languages services for learning & development

## Industry Expertise

Our linguists are not just linguists, they are experts in their field. Global Lingo covers many business sectors, with qualified translators who operate best industry practices. Our insights ensure your next project expands beyond your expectations, taking your business to the next level in your international markets.

## Personal Service

From your initial point of contact, we provide you with a dedicated account manager who is devoted to guiding you through your next translation or localisation project. We work with industry-leading linguists, abide by internationally recognised quality and security standards, and ensure rigid quality assurance processes. Catering to your bespoke needs, your team at Global Lingo can take on as much or as little as you need, from tightly controlled tasks to a complete project takeover.

## Leading Technology

Global Lingo is adept at incorporating emerging technologies and defining new standards in the language services industry. With our GloZone client portal, you can easily oversee and administer your project all in one place. We understand that a synthesis of human touch and technology is what drives success in modern business practices. That's why we always find the right balance, and in doing so guarantee quality content and user experience.

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