

GLOBAL LINGO

Fluent Communications

kineo
A City & Guilds Group Business



CASE STUDY

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



About the company

City & Guilds Kineo helps the world's leading businesses improve employee performance through learning and technology. With the need for Human Resources (HR) and Learning & Development (L&D) departments to demonstrate the value of training programmes, the pressure is on for external elearning developers to help maximise a client's Return on Investment (ROI). With the ability to work within different platforms and in multiple languages, Global Lingo partners with City & Guilds Kineo and their clients to localise training modules in any language and for a wide variety of different industry groups.

The challenge

With the requirements defined for City & Guilds Kineo and Global Lingo, the challenges were as follows:

- ▶ Ensure the correct technical process and linguistic quality assurance measures were followed at all stages
- ▶ Capture industry-specific terminology, whilst also maintaining the client's preferred style and corporate tone-of-voice
- ▶ Provide an effective means by which to cater for changes made to either the original English content or to localised versions post sign-off
- ▶ Work efficiently with the client's in-country subject matter experts (SMEs) using their knowledge and managing their time to create impactful final modules to pre-agreed project schedules.

The client and objective

City & Guilds Kineo was asked by a world-leading investment management firm to develop fully customised, highly visual and interactive training modules. The delivery was to be 'responsive' to suit access via multiple devices. The aim was to educate employees on compliance laws, regulations, and company policies, showing how to remain compliant in day-to-day activities. Subjects to be covered in the modules were as diverse as ethical standards, anti-money laundering, international sanctions, IT security, risk management and many others.

The subject matter required translation into French, German and Flemish. The client 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. The training was to be made up of seven modules, totalling 3.5 hours of learning time, equating to approximately 60,000 words for translation.

The solution

The dedicated Global Lingo team created a timeline document outlining key dates for each project deliverable and indicated when input would be required by various parties, including client SMEs. To accommodate last-minute changes to either content or the module build, the team created a contingency plan to allow for flexibility in the process without endangering the final project deadline.

A carefully selected team of translators and proofreaders was assigned, with the relevant backgrounds in investment, regulation and compliance. The most frequently occurring terminology was extracted from the source modules and multi-lingual glossaries were created in all target languages. These glossaries were shared with the client's in-country SMEs for comment on the suggested terminology and final approval of the content. Translation was carried out, followed by proofreading and editing by a second linguist.

Global Lingo linguists utilised the various CAT (computer-assisted translation) tools at their disposal. This included an automated termbase tool to ensure adherence to the pre-approved glossaries, as well as translation memory to guarantee on-going stylistic consistency and to generate cost savings for repetitions.

By providing the client with a simple bilingual table file in which to input any changes, a client review stage was incorporated into the process. The file was pulled directly from Global Lingo's translation memory tool.

Post client review, the revised version was used to update the translation memory. This ensured all client preferences were consistent in each language and used thereafter for each translation, which helped avoid time-consuming manual procedures for feedback, such as hand-written notes on printouts, emails, or PDF 'sticky notes'.

Prior to delivery, a thorough linguistic sign-off stage was carried out, working through each module checking the translated text, visuals and functionality. The project management team provided regular email and phone updates on the project's status throughout, ensuring timelines were maintained and any changes to content were dealt with in an efficient and timely manner.

Global Lingo worked closely with not only City & Guild Kineo's staff, but also the end client's personnel in the UK and target language markets; managing the communication process and ensuring tasks were completed on time.

The outcome

- ▶ Fully localised, tested, and functioning modules successfully delivered
- ▶ Fully tailored and consistent terminology and style throughout translated modules
- ▶ On-going cost savings through use of translation memory and leveraging repeated content
- ▶ Streamlined process and communication liaising directly with City & Guilds Kineo and the end client.

Here's what Kineo have to say about our services:

"Now that the project has finished I wanted to say thanks so much for your hard work and patience on this project. You were incredibly diligent when it came to client feedback amends and knowing what needed to be done which made my job a lot easier and I am grateful!"

Manager, Kineo



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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