

GLOBAL LINGO

Fluent Communications

Lumesse



CASE STUDY

Outstanding language services in the
learning & development sector for Lumesse



About the company

Lumesse, a provider of human capital management (HCM) software and e-learning development services that operate in over 70 countries, assists world-leading businesses with recruiting, onboarding, and employee development through learning and technology.

With the need for Human Resources (HR) and Learning & Development (L&D) departments to develop their workforces in an increasingly demanding and global environment, the pressure is on for external providers like Lumesse to help maximise their clients' return on their investment. With the ability to localise courses produced in any e-learning authoring tool, Global Lingo closely partners with Lumesse's content development teams to localise training modules in any language and for a variety of clients and industries.

The challenge

With the requirements defined for Lumesse and Global Lingo, the challenges were to:

- ▶ Accurately capture the client's corporate tone of voice and incorporate their stylistic and terminological preferences across all languages.
- ▶ Provide an efficient means for the client's in-country SMEs to review and approve translations, streamlining the process to save as much time as possible.
- ▶ Provide a seamless, end-to-end service, catering for all aspects of the project (translation, voiceover, desktop publishing, linguistic/functional testing and sign-off).
- ▶ Ensure linguistic/terminological consistency across all module content, marketing and communication packs, and voiceover elements across the entire project, spanning six to twelve months.

The client and objective

Lumesse was asked by a worldwide provider of corporate travel and meetings program management services to develop a suite of modules about their Code of Conduct, covering topics such as compliance, employee trust and collaboration, information security, anti-corruption, and anti-money laundering. Lumesse was to work closely with the client's in-country subject-matter experts (SMEs) to ensure technical accuracy in the training material produced, with the ultimate goal of producing content that is informative while highly interactive, utilising audio and video.

The client aimed was to raise employee awareness, enforce new rules, and provide training that would directly impact day-to-day work.

The modules, along with all voiced elements and supporting marketing packs, were to be localised

into a range of 13 languages: Chinese (Simplified and Traditional), French, German, Indonesian, Italian, Japanese, Korean, Brazilian Portuguese, Russian, Spanish (European and Latin American), and Thai.

The client required input on the terminology and style of all of the localised material to ensure that their corporate tone of voice would be correctly recreated and the content would be consistent with existing corporate material in the languages.

The training was to be made up of five modules, totalling two hours of learning time, equating to approximately 20,000 words for translation, requiring both translations as well as voice recording, editing, synchronisation, and desktop publishing (DTP)/typesetting within Adobe InDesign and Photoshop.

The solution

The dedicated Global Lingo and Lumesse teams devised a detailed schedule, outlining key dates for project deliverables, indicating when input would be required by the client's in-country SMEs. This clear overview meant that the SMEs knew exactly when their time was needed, allowing resources to be effectively scheduled.

Global Lingo carefully selected a core team of linguists, focussing on subject matter expertise and industry knowledge, as well as ensuring the teams were made up of linguists with an ability to remain committed to the project over the full period. Doing this successfully meant that the same linguists were used across all modules and were able to learn the client's stylistic preferences.

Important terminology was extracted at the start of the project, and glossaries were created in all languages, which were shared with the client's in-country SMEs for comment and approval.

The SMEs were also provided with sample translations in each language so that stylistic preferences could be highlighted. Taking these steps meant that Global Lingo could leverage and use the SMEs' knowledge and expertise in an efficient manner for tailoring the localised material.

After the client selected the voice artists that they wished to use for the audio elements, the voiced scripts

were translated and provided to the SMEs for feedback and approval. Obtaining sign-off prior to recording meant that no time was lost having to amend and re-record audio at a later date.

During the translation stages, Global Lingo utilised various tools to optimize the process, including an automated termbase tool to ensure adherence to the pre-approved glossaries, as well as translation memory to guarantee ongoing stylistic consistency and to generate cost savings for repetitions.

A full client review was catered for by providing the client with a simple bilingual table file in which to input linguistic preferences. Following review, the revised versions were directly updated to the translation memory. This accelerated the reviewing process, ensuring that client preferences were captured and used thereafter for each module while guaranteeing that the teams of linguists became more accustomed to the client "voice" as each module was completed.

Once localised modules were rebuilt, a linguistic and functional sign-off stage was carried out, working through each module checking the translated text, visuals, all voiced elements, and functionality. This has been achieved directly within Lumesse' CourseBuilder tool, using the built-in feedback function, making the reviewing process quicker and more efficient.

The outcome

- ▶ Localised, tested, and functioning modules and marketing packs successfully delivered on schedule.
- ▶ Fully tailored and consistent terminology and style throughout all material.
- ▶ Ongoing cost savings through the use of translation memory and leveraging repeated content.
- ▶ Streamlined process and communication with the client, with Lumesse and Global Lingo teams working collaboratively.

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

"Global Lingo has been a fantastic partner to work with supporting us with our translation needs since the beginning of 2016."

Manager, Lumesse



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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