

Optimizing the Translation Review Workflow for Global Consistency

Case Study

Objective

Our client was seeking to enhance the efficiency and quality of its translation process.

The goal was to create a system that seamlessly incorporated feedback from local markets into the translation workflow, ensuring that translations met the unique preferences of its global teams while saving time and reducing costs.

Challenge

Local subsidiaries often made changes to translations to better suit their markets, but these updates weren't relayed back to the translation memory.

This resulted in repeated manual adjustments for future projects and caused frustration for local teams. The disconnect led to inefficiencies, increased workloads, and reduced satisfaction with translation outcomes.

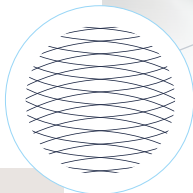
Implementation

Drawing on years of experience cooperating with our client, Seprotec* implemented a solution tailored to meet the company's specific needs.

Key measures included:

- **Stakeholder Involvement:** Actively involving employees from the client's global subsidiaries in the translation process to ensure their feedback is integrated early and effectively.
- **Process Optimization:**
 - Developing an additional feedback loop to document and process market-specific changes.
 - Incorporating these updates into the translation memory, ensuring future translations reflect localized preferences.
- **Training & Awareness:** Conducting dedicated training sessions for the client's employees, helping them understand the intricacies of the translation workflow and the importance of feedback in ensuring consistent quality.

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Results at a glance

- **Enhanced Translation Quality:** Greater satisfaction among the client's employees due to accurate and consistent translations.
- **Efficient Workflows:** Reduced need for repeated edits at the subsidiary level, saving time and resources.
- **Optimized Translation Memory:** Improved data quality in translation memory, leading to cost savings in the long term.



Our client

A globally recognized multinational within the top 5 automobile manufacturers worldwide, renowned for its innovative automotive solutions. As a multinational enterprise, our client relies heavily on precise, high-quality multilingual content to support its global communication strategy.

Since 2005, Seprotec Multilingual Solutions* has been a trusted partner in managing our client's multilingual content requirements. Our collaboration covers diverse content types such as web articles, technical documentation, e-learning materials, and marketing brochures, ensuring seamless communication across global markets.

*At the time the service was provided, the company was called tsd Technik-Sprachendienst and has since been renamed Seprotec Germany.