



## CASE STUDY

# Localizing an HR system against the odds.

### The Need:

An HR platform to meet the needs of a distributed global workforce.

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A Fortune 200 global manufacturer was transforming their Human Resources (HR) platform so that the workforce would be able to carry out activities previously handled by HR team members. The goal was to engage employees and their managers in making decisions swiftly, without requiring multiple levels of approvals. They determined this change would require translation of hundreds of documents into the eight languages most frequently spoken by 90% of their workforce.

The project team, made up of employees from all over the world and a Big 4 consulting firm, engaged Trustpoint.One to help them with this transformation. The content to be translated included:

- Communications: Email messaging and presentations communicating the transformation.
- Training: Scripts, training modules, and quick reference guides to prepare employees for the launch.
- Software User Interface: Client-customized content for Workday, ServiceNow, and Taleo platforms.
- Employee Portal Content: Hundreds of articles about HR processes and procedures, such as “How to Request PTO” and “How to Conduct a Performance Evaluation.”

# The Challenge.

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The client wrote the content in batches over the course of six months, and initially planned on weekly translation submissions. However, because the source content was created by multiple authors, the client recognized there were many inconsistencies. They postponed the bulk of translation until after they were able to harmonize all content in their documents. Due to this delay, the window to translate over 1.5 million words was reduced from six to three months.

# The Solution.

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**Upfront Organization:** To streamline the translation request, review, and delivery process, we held an orientation session for a dozen client stakeholders. We trained them in the use of the Trustpoint.One Translation Portal and in conducting their in-country review of our translations. The client was then able to submit source documents for translation, provide context-specific feedback, and track the status of all requests.

**Translation Management:** A team of two Trustpoint project managers worked closely together to support the large volume of work. They carefully selected a team of over 30 translators and prepared them with a

project overview, style guides and glossaries as reference material. They coordinated the in-country client review, relieving the client project leads from managing the back and forth process. The project managers ensured that the linguists implemented client revisions promptly, performed QC to ensure adherence to the approved glossary, and delivered under extremely tight deadlines.

**Frequent Client Communications:** We held weekly meetings with the project leads to go over the status of ongoing translations and any issues on either side that were delaying the project. We addressed concerns as they arose and adjusted the workflow to be more efficient along the way.

# The Outcome.

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The project is ongoing, but our client was able to meet the initial critical launch date. Post-launch feedback has been very positive. From the outset, our client has seen Trustpoint as a critical partner in their efforts. They expressed their gratitude to us for working under such a compressed timeline and for managing the whole translation process, freeing them up to focus on other aspects of the transformation. We are now gearing up to work on phases 2 and 3 of the initiative, in preparation for launches in other regions of the globe.