

CASE STUDY

B2B - A Global Content Transcreation company deploys B2R Technologies To Provide Localization Services

Case - A Global Translation and Localization company

About the client & the challenge

THE CLIENT

A global translation and localization company, the client assists brands capture business worldwide by reaching, engaging, and growing their international audiences through multilingual content and data transformation. The company also transforms the data that powers machine learning for natural language processing and offers solutions for regulatory specialties and workforce transformation. The company serves a range of brands, including many Global 2000 companies across industries, supporting their marketing communications, international launches, and more.

THE CHALLENGE

- Client was in the lookout for a stable partner who can deliver quality output with stringent turnarounds
- Domain experts in this field come at a high cost. Client was looking for cost saving model
- Client was looking for a sustainable solution with a focus on rural employment generation
- Due to highly competitive market attrition is very high among traditional urban zones, hence client was exploring low-attrition geographies

Solutions & Benefits

Project Scope

Services for world's largest IT & Internet companies include: Transcreation of content in local language to connect with customers across different markets, cultures, and contexts. End-to-end Localization (L10n), Globalization (g11n) & Internationalization (i18n) of softwares programmes, applications, games and websites.

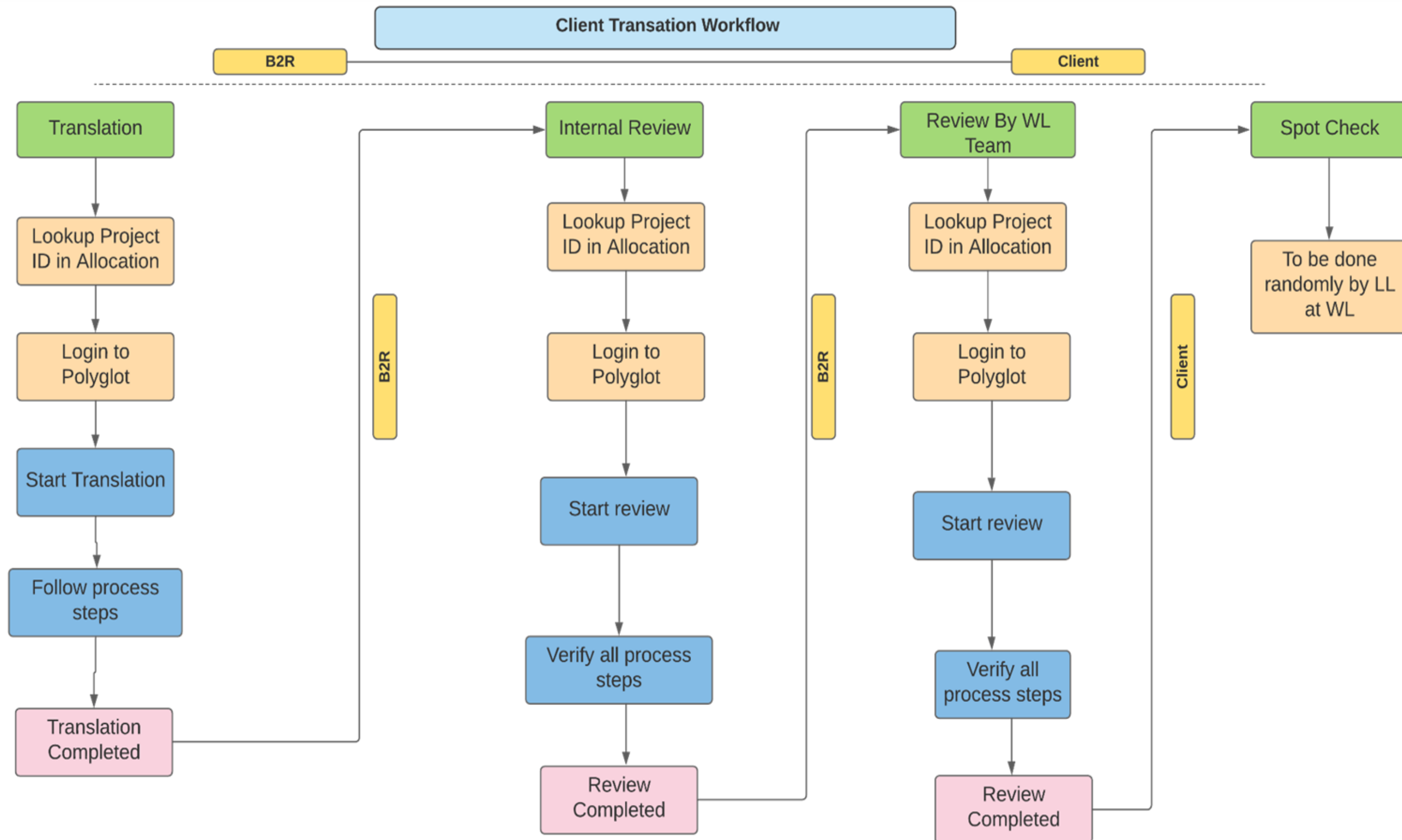
Solution

- Introduced in-house pre-process training as well as certification process to groom candidates in linguist role
- To ensure SLA adherence two layer of quality check is being done - Review and Proofreading
- In-house R&D team designed and implemented automation across the process chain which increased efficiency & reduced effort
- Due to in-house instructional design & training modules, current project is being delivered by graduates/undergraduates instead of Publishing Diploma/s or linguists
- Initially started the localization with Help article content then gradually moved to UI and Marketing content

Benefits

- Six days working - helping client to deliver the files which are due on the weekend
- Quick and easy implementation; high scalability
- Increased productivity from 40 WWC (Weighted Word Count) to 125 WWC for translators and 60 WWC to 190 WWC for reviewers
- Up-to 40% cost saving for client compared to other cost centers
- B2R-led automation is helping client reduce effort and increase efficiency across cost centers in different geographies
- Client is able to drive social sustainability goals apart from business goals through the partnership with B2R

Process Workflow



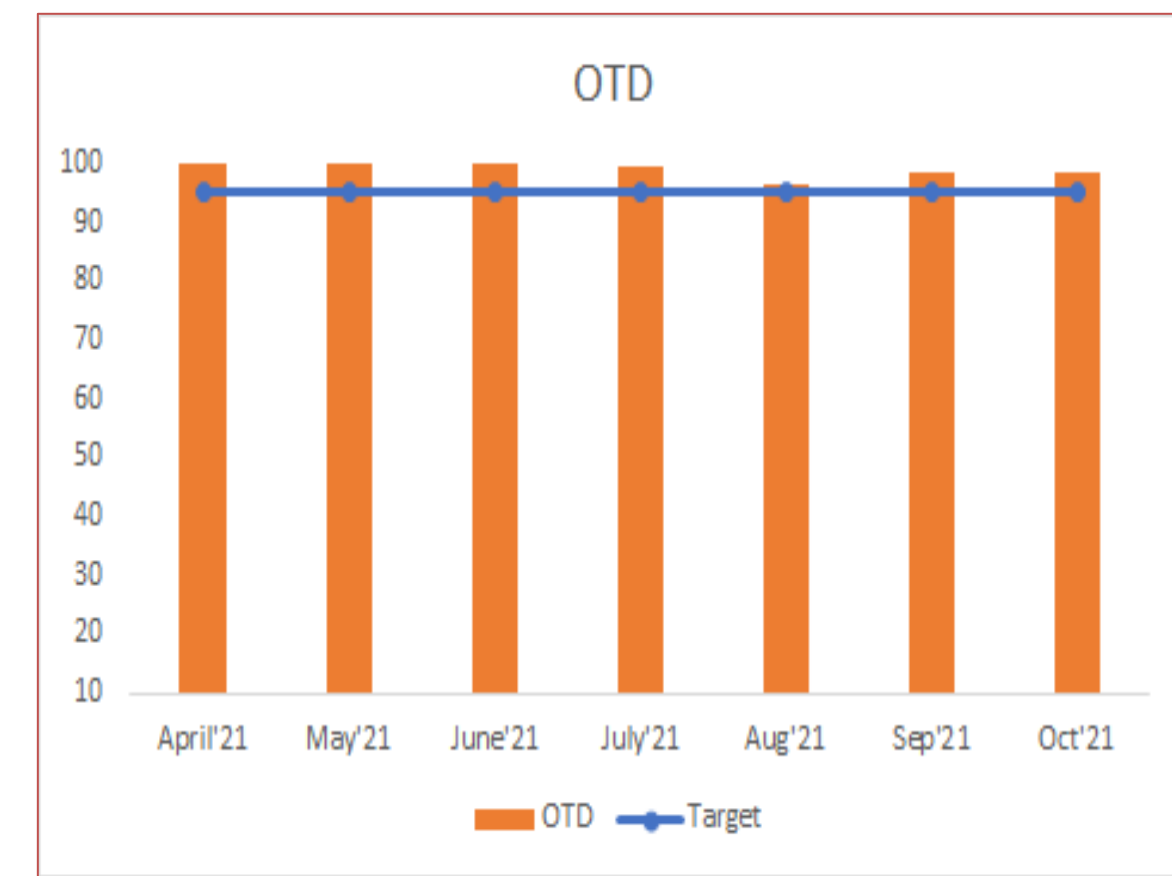
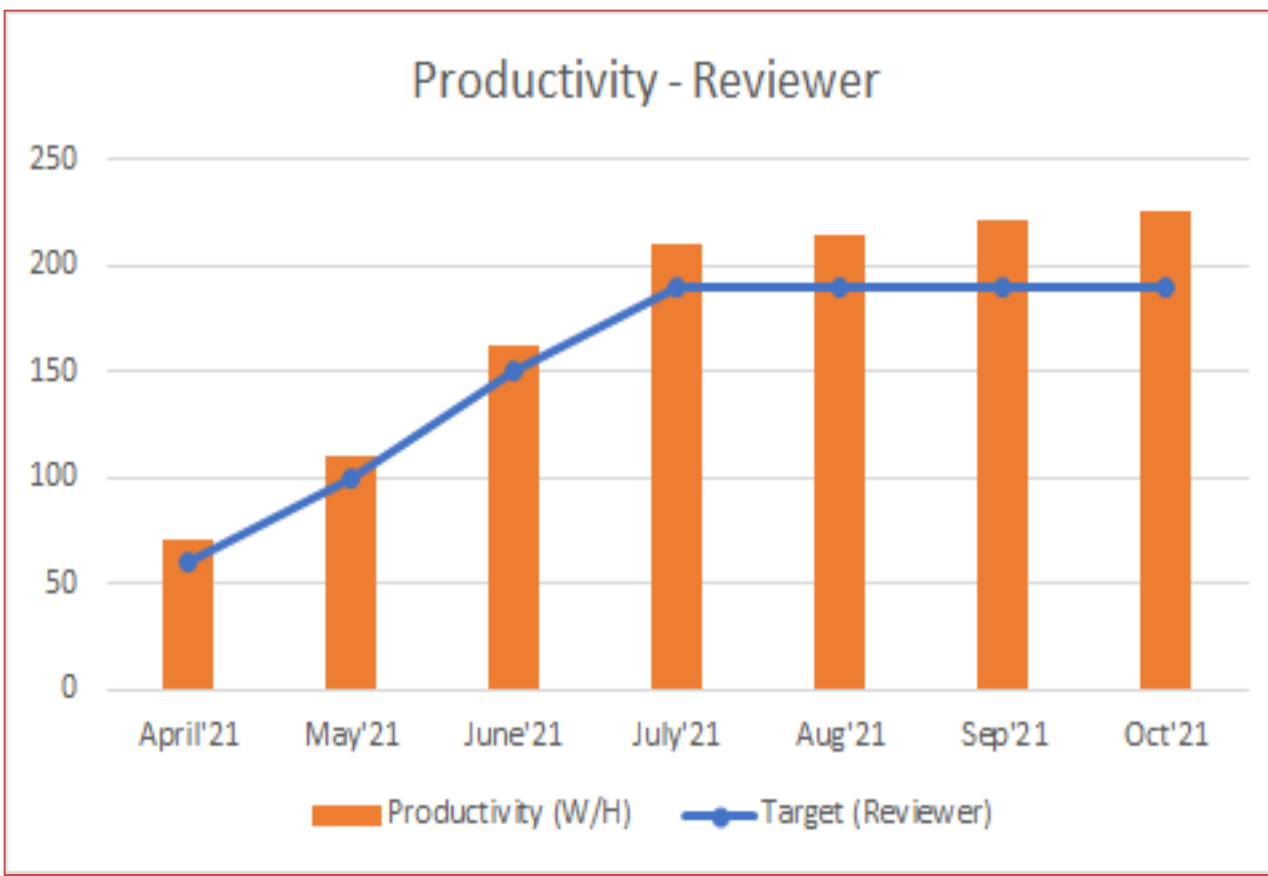
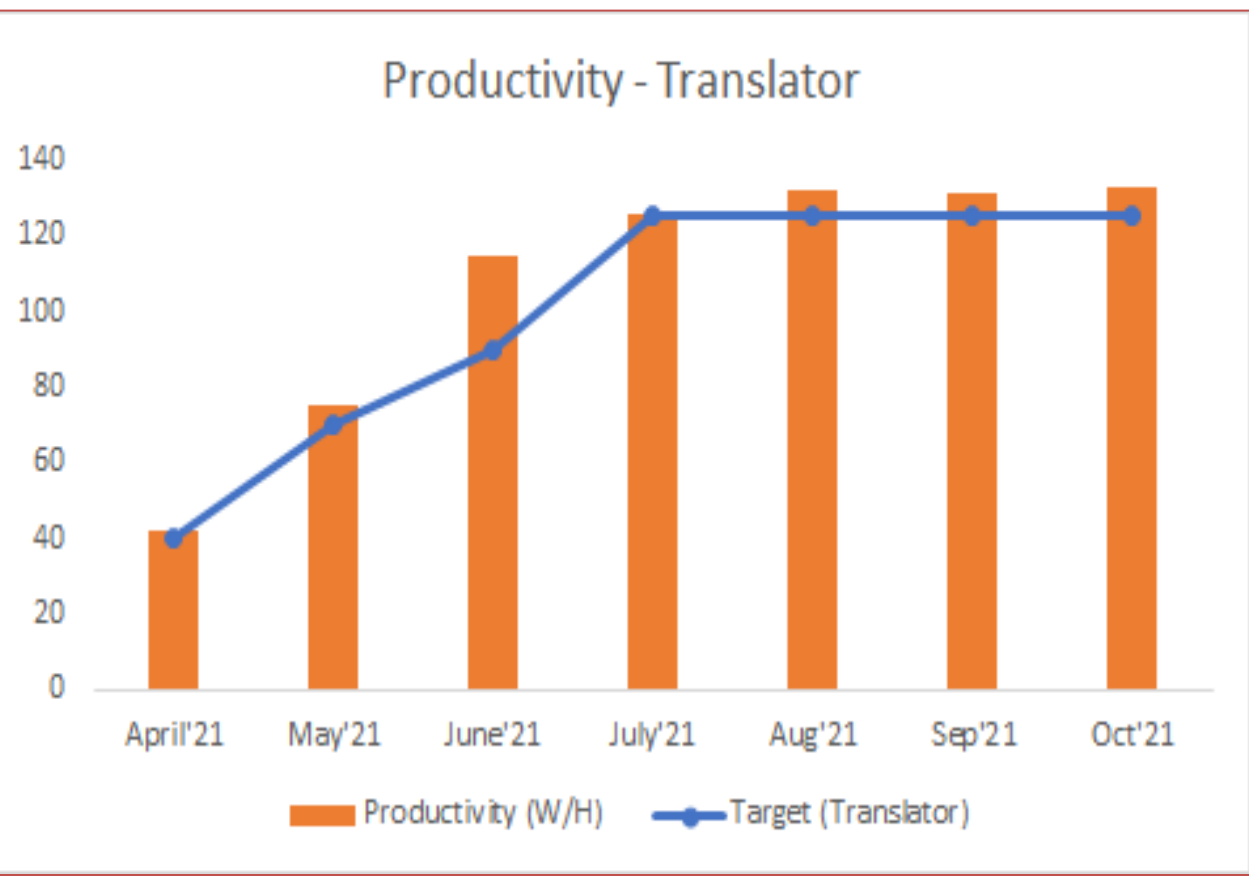
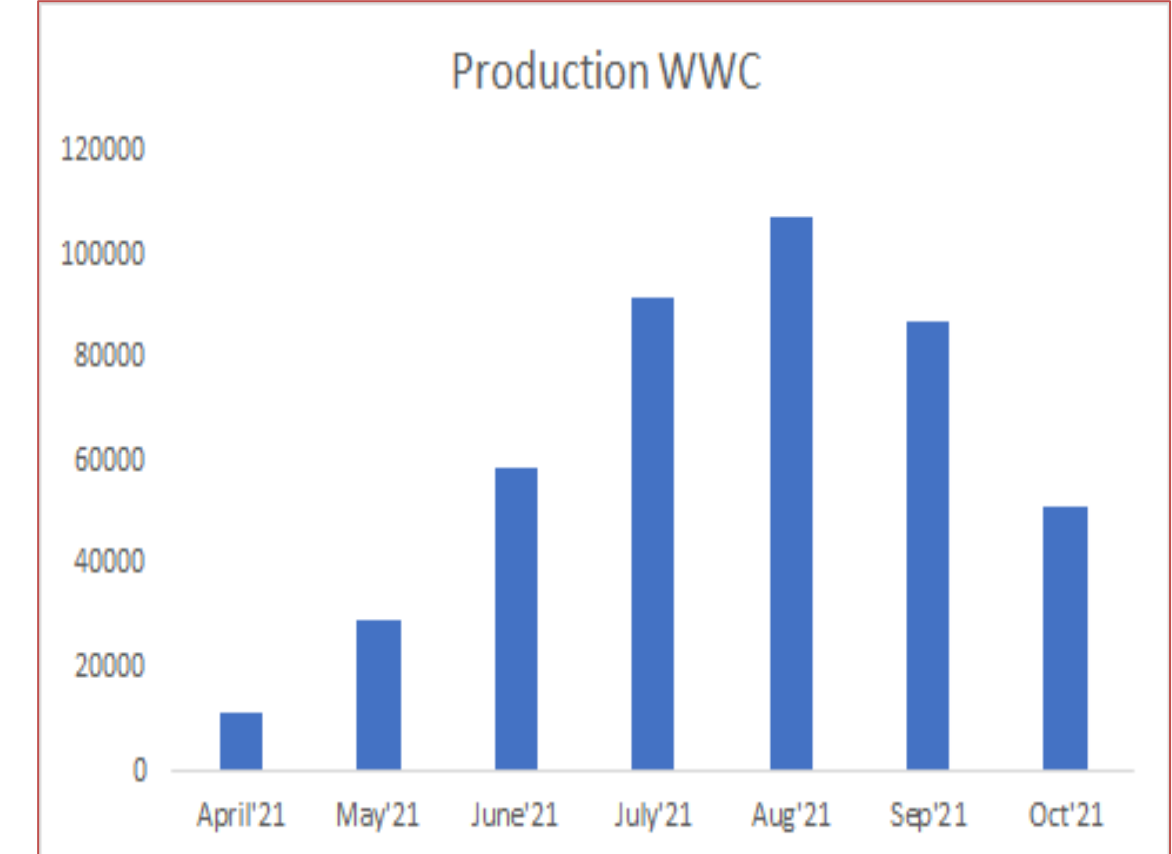
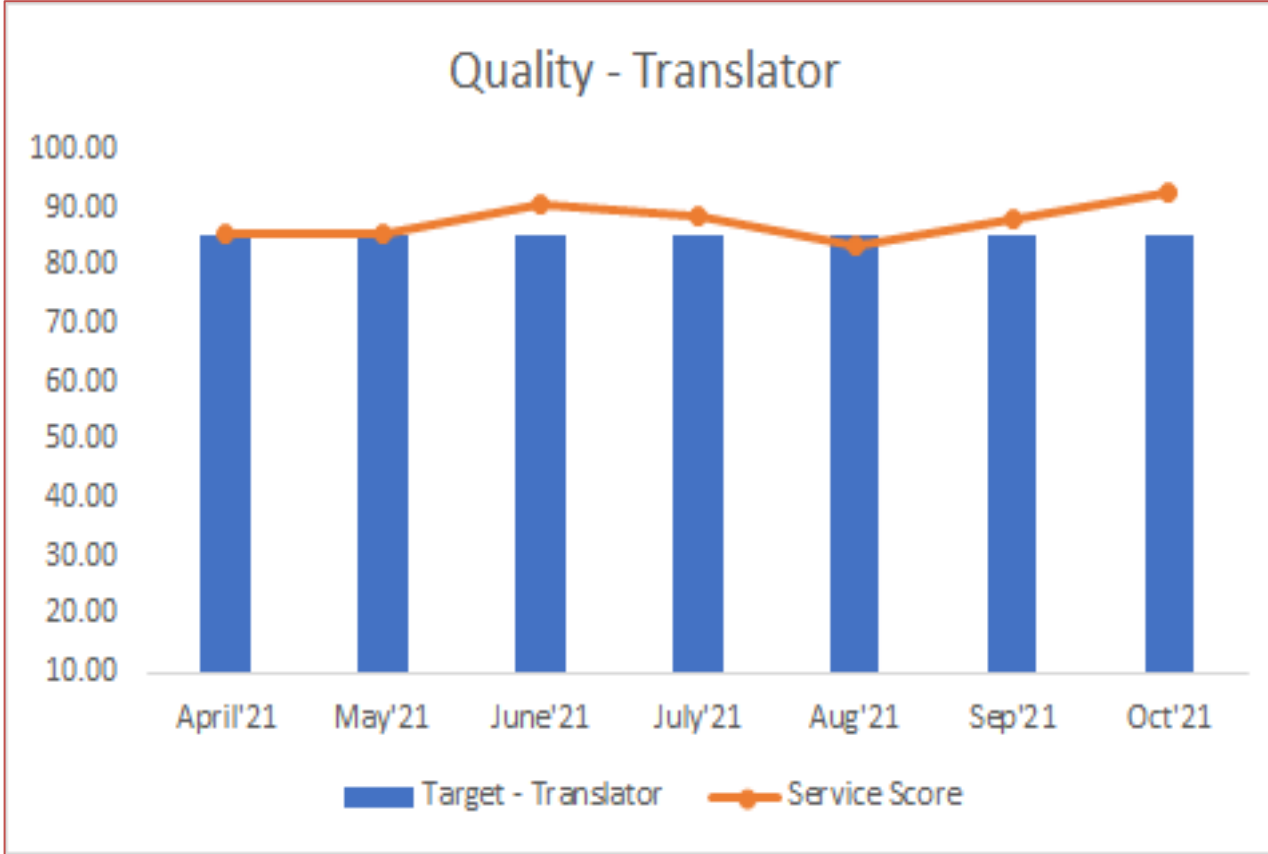
Highlight

- Quality and OTD SLAs are met month on month.
- Started direct delivery to review vendors for few products from B2R
- Going beyond client's expectations as an aspiration to reach process excellence and receiving accolades across all levels

Value Add

- Introduced squad system within the team to make competitive environment so that as a team we can meet the quality and OTD.
- Consistent cross training of the team to transition diverse work type categories without additional cost bearing to the client.

SLA & Achievements





Talk to us!

CONTACT PERSON

Dhiraj Dolwani

PHONE

+91-9811098654

EMAIL

Dhiraj.Dolwani@b2r.in