This case study was developed with a client of SDL, which is now part of RWS Holdings plc

Nielsen adopts a 360-degree approach to the customer experience

Solution elements:

- Tridion® Docs

- Antenna House Formatter

- Translation Management

- Passolo®

Nielsen relies on SDL solutions to help deliver an effective globalization strategy that keeps clients around the world coming back.

When global performance management company Nielsen was looking for a dynamic business partner to help meet its ambitious global customer experience objectives, it turned to SDL. More than a decade later the partnership is stronger than ever. The company has seen both time and cost efficiencies rise year after year while the experience offered to its customers in over 100 countries is second to none.

Managing global product launches with a focus on local markets

Nielsen provides clients with comprehensive insights into what consumers watch and buy. Clients include media and advertising organizations that are interested in measuring how multimedia content is consumed across devices. These insights allow businesses to tap into buying trends and use them to drive profitable growth.

When Nielsen first engaged with SDL, a key requirement was to streamline translation and localization processes around its digital content, such as client portals and corporate websites. With hundreds of files being passed back and forth in any given week and multiple projects on the go, it was clear that to manage the sheer volume of jobs, the company needed to introduce automated workflows.

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>
> **Bruno Herrmann**
> Nielsen

As its requirements grew, Nielsen also needed to centrally manage the localization of user interfaces, documentation, eLearning content and surveys for its own products and services. This was an important part of making sure products were deployed on time and valued by clients, and was central to Nielsen's 360-degree customer experience ethos.

As Bruno Herrmann, Director of Globalization at Nielsen, explains, "Customer experience starts at the product design and development stages right through to measuring the effectiveness of your solutions and content in market. It's a holistic and never-ending journey you need to always keep in mind if you want to be successful."

Centralized translation and localization in up to 64 languages

SDL Translation Management was key to centralizing the translation and localization process for all this content in up to 64 languages. Because Translation Management automates and accelerates global tasks, Nielsen is able to gain more control of its language content while improving productivity.

"Still today we have a higher leverage of reused and repurposed content, a higher level of consistency, and last but not least, a much clearer allocation of roles and responsibilities," adds Bruno Herrmann.

By using SDL as its main translation and localization service provider, Bruno Herrmann has also seen additional benefits. "SDL has a truly global footprint and a wide range of internal resources with the capacity to absorb large volumes of work with minimum turnaround times. Being able to scale like that is a huge advantage for a company like ours."

It's this scalability that has helped Bruno Herrmann's team to increase its project throughput by 750% in the last five years. We now delivers over 98% of its projects ahead of schedule or on time with SDL's support.

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A structured approach to help files

As requirements have grown from European-based operations to a central command center that manages global needs, so too has the need to integrate additional SDL offerings. Technical writing teams were using multiple authoring tools for creating technical and marketing content.

Additionally, a smoother connection and integration was needed with localization processes. Nielsen was looking for a solution that could address these challenges while also easily integrating with their translation management system. Nielsen opted to use Tridion Docs to centrally manage and streamline the creation, translation and localization of product help files, overhauling previous fragmented practices. Tridion Docs acted as a central hub, providing the technical writers and product leaders a single source of truth and a unified approach that greatly improved efficiency.

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Nielsen now leverages the power of DITA XML to separate content from formatting, and create more modular, reusable content. Tridion Docs allows content creators to be more productive by enabling them to focus on the core tasks. In this way, technical writers can create source content in a controlled and consistent way while outputting to formats such as PDF and CHM.

Seamless integration and product testing

The integration between Tridion Docs and Translation Management was an attractive proposition for Nielsen. The workflows between the two systems allow organized content to be automatically routed for translation and localization. This has removed several steps related to the transaction of source files, and ensured smoother translations by using a consistent and localization ready format. Since then, SDL solutions have further integrated with Nielsen's intranet platform and other proprietary tools.

Bruno Herrmann comments, "It has been a great experience for us to be able to count on the SDL professional services team to make the implementation happen smoothly, and to consult with our technical teams to find the best approach and most cost-effective route."

With its solution managed by SDL offsite, Nielsen was able to overcome issues of in-house resource constraint and fully embrace SDL as an extension of its own operation. The collaborative nature of the relationship has created the scalability it needed and the means to ensure some resources could focus on value-adding activities.

SDL has also been a crucial testing partner for Nielsen when planning and certifying products for new markets like China. "With SDL's testing lab in the US and dedicated resources, we've been able to test and certify key products successfully from a linguistic, functional and design perspective," says Bruno Herrmann.

Content and cost control

"For us, the true value of the SDL partnership comes down to central control, cost management and content effectiveness." Bruno Herrmann continues, "The use of SDL technology has played a critical role in centrally managed content and this has generated huge benefits in terms of cost and time savings, which range from 40-100%." In the past five years alone, Nielsen calculates it has saved over US $2 million through its successful partnership with SDL.

Using the translation memory within SDL's translation management system, Nielsen has created a company-wide database that keeps track of previously translated words and phrases, enabling content reuse from 20% right up to 80%. The globalization and localization teams now translates over 31 million words each year, which has increased by 1,500% in the last five years.

The centrally managed approach for content ensures with 100% certainty that content is localized in every applicable region. And through better, structured organization of help content with Tridion Docs, the company has optimized its investments and training efforts in up to 31 languages. Staff time is freed up, allowing them to concentrate on more profitable tasks rather than making sense of fragmented content.

The complete customer experience

Nielsen has a sharp focus on customer experience and constantly strives to improve its ability to deliver on its brand promise. Bruno Herrmann adds, "Some people think that the customer experience ends when a customer is comfortable using a product or a service. It doesn't. By establishing a continual loop, you can always encourage feedback and deliver 'more' so that the next generation or initiative can be further developed to improve your offering."

Bruno Herrmann concludes, "Over the past years I've been working with SDL, I've always seen the company thinking ahead. They always want to innovate, and beyond that they want to think ahead to what will happen in the next few years for their partner – and that's great customer experience."

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Results

- Centralized translation and localization workflow of up to 64 languages globally

- Time savings between 40-100%, allowing staff to redirect efforts

- Reusing 20-80% of content through translation memory and structured content design

- 50% increase in content quality and consistency

- Project throughput increased by 750% in five years

- 98% of projects delivered on time or ahead of schedule

- 31.6 million words translated every year, representing an increase of 1,500% in five years

- Cost savings of US $2 million in five years through process efficiencies

- Higher levels of content quality and consistency

- Improved, holistic customer experience throughout the entire journey

- Passolo visual software localization

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About RWS

RWS Holdings plc is the world's leading provider of technology-enabled language, content management and intellectual property services. We help our customers to connect with and bring new ideas to people globally by communicating business critical content at scale and enabling the protection and realization of their innovations.

Our vision is to help organizations interact effectively with people anywhere in the world by solving their language, content and market access challenges through our collective global intelligence, deep expertise and smart technology.

Customers include 90 of the globe's top 100 brands, the top 10 pharmaceutical companies and approximately half of the top 20 patent filers worldwide. Our client base spans Europe, Asia Pacific, and North and South America across the technology, pharmaceutical, medical, legal, chemical, automotive, government and telecommunications sectors, which we serve from offices across five continents.

Founded in 1958, RWS is headquartered in the UK and publicly listed on AIM, the London Stock Exchange regulated market (RWS.L).

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