

# Multilingual Interpretation Services

Case Study | JLR (Jaguar Land Rover) – Interpreting Services for Events







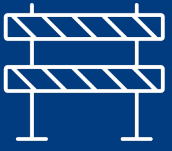
**JLR is a prestigious British car manufacturer, well-known for its iconic offroad vehicles and luxury cars. More widely known by its world-famous Jaguar, Range Rover, Defender and Discovery brands. JLR has been part of the Tata Motors group since 2008.**

An integral part of JLR's operations is the management and delivery of the company's technical content to dealers and partners in the field, ensuring they have the latest workshop materials, owner manuals and urgent notifications. They also need to be able to access and effectively use "TOPIx", an online portal with all the technical information and guidance necessary to maintain, service and repair JLR vehicles.

RWS has a well-established relationship with JLR, providing a variety of language services, including localisation and interpreting services for a diverse range of content.

**TOPIx: Technical Online Platform Information eXchange**





# The challenge

JLR

To promote the adoption and effective use of TOPIx, and to gather real-world feedback about its performance in each market, JLR delivers in-person technical training sessions for service technicians and other relevant personnel in Europe.

To facilitate interactive, two-way communication, it was decided that these training sessions should be either provided in the in local language or accessible to non-English speakers via live interpretation.



French



Dutch



Spanish



Portuguese

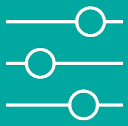


German



Czech





# The solution

JLR

Mindful of the specialised and technically nuanced nature of the content, six teams of technical interpreters were hand-picked to accompany JLR staff to each location and support the event with a range of in-person and virtual interpretation services.



Simultaneous interpretation  
Presentation sessions



Consecutive interpretation  
Hands-on workshop sessions



Video interpretation  
Follow-up and discussion sessions

A strong relationship was created during these events, with the interpreters quickly taking on an essential support role to the JLR team





# The results

JLR

## Higher comprehension

Technicians and service personnel gained a far better and deeper understanding of TOPIx functionality and content.

## Improved engagement

Training in the local languages delivered greater enthusiasm and higher participation, as well as improving the understanding and retention of complex information.

## Technical insights

Technicians provided real-world feedback on the training sessions and TOPIx, supporting a continuous improvement process.

## Faster technical response

Greater understanding and adoption of TOPIx leads to improved service outcomes and resolution rates, which boost customer satisfaction.

## Expert knowledge

Dedicated interpretation teams ensure subject-matter knowledge, terminology consistency and relationships are maintained across projects.

## Follow-up training

JLR plans to utilise the interpretation teams again for future training events.



*"I wanted to thank all who made the training sessions possible and contributed to its success. The feedback from our retailers has been very positive. Our staff loved the experience and having access to the global team. We are immensely grateful for your participation, and we couldn't have done it without you."*

*"The interpreters really stood out in terms of their skills and keeping conversations moving, not just the words but the meaning and emotions of what was being discussed. Everyone from our side felt they made a significant contribution to the success of the event."*





#### About RWS

RWS Holdings plc is a unique, world-leading provider of technology-enabled language, content and intellectual property services. Through content transformation and multilingual data analysis, our combination of AI-enabled technology and human expertise helps our clients to grow by ensuring they are understood anywhere, in any language.

Our purpose is unlocking global understanding. By combining cultural understanding, client understanding and technical understanding, our services and technology assist our clients to acquire and retain customers, deliver engaging user experiences, maintain compliance and gain actionable insights into their data and content.

Over the past 20 years we've been evolving our own AI solutions as well as helping clients to explore, build and use multilingual AI applications. With 45+ AI-related patents and more than 100 peer-reviewed papers, we have the experience and expertise to support clients on their AI journey.

We work with over 80% of the world's top 100 brands, more than three-quarters of Fortune's 20 'Most Admired Companies' and almost all of the top pharmaceutical companies, investment banks, law firms and patent filers. Our client base spans Europe, Asia Pacific, Africa and North and South America. Our 65+ global locations across five continents service clients in the automotive, chemical, financial, legal, medical, pharmaceutical, technology and telecommunications sectors.

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

For further information, please visit: [www.rws.com](http://www.rws.com) [ww.rws.com](http://ww.rws.com)

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