The client
A leading bank serving individuals and businesses all over the world

Industry
Financial services

Size
200,000+ employees

Solution elements

RWS eLearning localization services with dedicated project manager

Leading global bank streamlines the localization of learning for 200,000+ employees

There's inherent complexity in the process of localizing digital learning for a global workforce with up to a dozen native languages. But it's undoubtedly smoother with the help of an embedded translation manager from a trusted partner.

Not just smoother, according to the head of learning design at this leading global bank, but also more economical.

Smoother management is cost-effective and fast

He explains that before the bank embedded an RWS project manager in its learning design team, every translation project needed either someone from the bank to act as the interface between the eLearning vendor and translation provider, or the eLearning vendor would take that management on at considerable expense.

"Now," he says, "we just have our RWS project manager, who knows both RWS and us inside-out and can deal directly with all of our eLearning vendors, understanding their needs and idiosyncrasies. It takes a load off all three parties involved in the development and localization of learning. We certainly notice how much less admin we ourselves have."

Smoother operation also translates into better quality control and faster turnaround times, from getting a quote to final delivery. And it's a big help in planning ahead, ensuring that purchase orders, schedules and resources are in place in good time for upcoming peaks in localization demand.

RWS

> **"Every project has its challenges, and RWS always has good, practical ideas about how to address them and how to work more efficiently. ... Whenever we've been in a bind, RWS has always stepped up."**
>
> Head of learning design
> Leading global bank

The value of localizing learning

The bank's global learning team looks after training that covers general or universally relevant topics such as risk, compliance, marketing, soft skills and product training for globally available solutions. The team – comprising five specialists and their manager, the head of learning design – works with internal customers in the business to define the scope of required training. They then design and deliver training assets in partnership with eLearning vendors.

Although the bank values face-to-face learning, which is organized locally around the world wherever needed, around 85% of the courses delivered by the global learning team are digital.

All courses that come through this team are developed initially in English. Then they are localized, unless the audience for a given course is known to be competent in business English. Depending on the audience, localization will cover up to 12 languages and language varieties. The bank sees this as a natural investment in its people, helping them to learn and develop more easily because they can do so in their native language.

Cutting through complexity

eLearning materials are complex to localize because they mix different formats and are fundamentally interactive – more like a mix of software and website, often including video. To deliver functioning localized courses efficiently, localizers need to understand the technical design of the courses and the platform they run on. For effective quality assurance, they need to be able to test and validate the functionality of the courses as well as the quality of the language.

That's in addition to the basic ability to provide accurate, good-quality translations across a dozen languages – not something that can be taken for granted in the context of training, where clarity and cultural sensitivity are critical and the whole objective can be subverted by clumsy or over-literal translations.

For the bank's global learning team, it's important to have a localization partner that can handle all of these things reliably – making the complex much more straightforward. And that's RWS.

"We did have a second localization partner," says the team's manager, "but they weren't delivering the quality we needed and couldn't handle some of our technical requirements as effectively as RWS. Nor did we want the administrative burden of managing two partners anymore. So we consolidated to RWS and set up the dedicated project management approach. We've not looked back since."

Adding value beyond localization

One of the characteristics that the bank appreciates in RWS is its ability to take on any of the steps in the end-to-end process, from receiving course files for localization to delivering a fully functioning end product. This includes:

- **Third-party linguistic review:** where RWS independently reviews translation quality (guided by bank-approved terminology choices) instead of the bank having to find a free in-house subject-matter expert who speaks the target language.

- **Reintegrating localized files:** not just returning them for the eLearning vendor to rebuild but doing the rebuild and delivering the final format required.

- **Post-build testing:** combining linguistic with any other type of testing required, such as functional, device-specific (for example, mobile) or accessibility testing.

"Sometimes it's just faster and more efficient for RWS to handle more than the core task of translation," says the head of learning design. "We've even occasionally had them edit our source content if they spot an issue with it during localization."

Trusted to step up

More generally, the team appreciates how RWS always does everything it can to solve problems and recommend improvements.

"Every project has its challenges, and RWS always has good, practical ideas about how to address them and how to work more efficiently. During our quarterly reviews, they also keep us abreast of localization best practices and trends that could help us do better. Whenever we've been in a bind, RWS has always stepped up. We know they will go the extra mile for us."

Key benefits for the bank

- Greater efficiency and cost control with an embedded project manager

- Reliable translation quality across 12 languages

- Added value from flexible end-to-end capabilities

- Trusted problem-solving and advice

Learn more about RWS eLearning localization

rws.com/elearning

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**