

E-Learning

With remote working becoming the norm for countless firms, e-learning has consolidated itself as the primary way to train staff and keep teams up to date.

While international organisations may think about their personnel collectively when planning an online course or virtual staff training, having a local, more individualised approach to e-learning, with resources translated and localised for the different audiences, is one of the best ways to achieve positive outcomes.

Let's take a look at a specific scenario.

Challenge:

A global insurance company operating in North America and Europe is expanding to East and Southeast Asia and opening new regional offices in five different markets. As part of their onboarding process, it is one of their top priorities to train new staff in cybersecurity and data protection following a recent hacking incident. The e-learning team within the HR department has updated their training modules on the topic and wants to ensure all employees complete the course as soon as possible so that they feel comfortable dealing with potentially dangerous situations from the start.

How THG Fluently can help



Initial assessment

A dedicated member of our specialist e-learning team will gather all the content to evaluate the services that are needed and discuss this with the client. As part of the assessment, the team will also analyse whether there are aspects that need localisation, as opposed to direct translation, to be effective with the target audiences. Rather than directly translating content word-for-word, localisation takes into account specific cultural and linguistic nuances to ensure the translated piece has an authentic feel to the target audience.



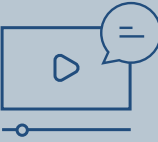
Translation and localisation

We will select linguists with the right industry expertise from our global, 6,000+ network to translate and localise all the e-learning resources. We will not only ensure the documents are correctly translated, but also review non-linguistic aspects such as visuals, units of measure and date formats to examine whether they are right for the target market. Our linguists will also check that elements such as examples or scenarios used as part of the lessons and documents apply and are relevant to the local market without being offensive or inappropriate.



Stylistic and visual consistency

Different languages require different amounts of space and words to convey meaning, which can make it challenging to maintain stylistic consistency across markets. Once the written and visual content, such as manuals, guides and presentations, has been translated and localised, our DTP team will work on the pieces to make sure they are as close as possible to the original and retain the organisation's look and feel.



Subtitling and interpreting for video content

For resources such as conferences, webinars or other video resources, our linguists will produce the transcriptions and subtitles in the target languages with the support of technology solutions such as voice-to-text software. If voiceovers are needed, we will look for the right talent for the content, market, and audience to record and add them to the different versions of the videos. We also provide sign language interpreting services to ensure accessibility for Deaf or hard-of-hearing staff members.



Quality control

Once all the content has been adapted for the different audiences, we will perform extensive quality control through our ISO-accredited processes, ensuring it is of the highest quality before publication.

Having received the appropriate online training in their first language through the e-learning resources, the company is able to launch in the new region with staff that is both knowledgeable and confident, reducing the risk of suffering a new cybersecurity incident.

As the firm's expansion plans progress, their translation projects become increasingly efficient. The translation memory built from this project means already translated content can be leveraged in future materials, ensuring no key words and phrases need to be translated twice.