

Case Study NO. 016

Manufacturing company meets quality standards while cutting costs

Compromised quality can come with serious consequences in the manufacturing industry. Here's how one multinational company pulled off compliance in six languages and ended up saving money.



Background

With 60,000 employees worldwide, this Fortune 500 company was a leading machinery manufacturer for agricultural and construction equipment. To continue to expand its reach and cement its place in the industry, the client needed to translate its critical documentation and materials, helping to achieve its status as a major player in the global arena.

The scope of the project included converting technical manuals, supplier and distributor bulletins and marketing collateral into six languages, including: Dutch, Spanish, Polish, Italian and Swedish.

The Challenge

Manufacturing comes with strict controls and quality practices that must be followed. In this case, the company was required to use a third-party vendor to validate the translated documents. The process of recruiting and instituting a third-party auditor for each project proved costly and time restrictive.

All of the translations had to adhere to the SAE J2450 quality standard, which outlines specific rules for terminology, grammar, syntax, word structure and spelling. To meet these guidelines and ensure compliance, the manufacturer needed a language partner with the capability to create a workflow that would allow them to communicate with the third-party review team, implement subsequent edits and finalize the materials in a seamless process.

- **60,000** employees
- **250** translation projects completed
- **6** languages

The Solution

The company approached United Language Group (ULG) to complete the translations and implement a review process that integrated the SAE J2450 metric. ULG modified its existing Language Quality Assessment (LQA) templates and workflow to account for revisions made necessary by the standard, working with the company's third-party reviewer to facilitate the process.

A ULG project manager acted as the single point of contact between linguists and the third-party reviewer, creating a centralized communication system that allowed for feedback and changes to be made via ULG's Translation Management System (TMS), Octave.

Over the course of several months, ULG integrated this review process into its translation workflow and completed more than 250 translation projects for the company.

The Results

Using in-country, subject-matter linguists, ULG consistently met and exceeded the quality standards set forth by the SAE J2450. ULG's successful translation and review process established such a level of trust with the company that they decided it wasn't necessary to hire a third-party reviewer for each project done by ULG.

By eliminating the third-party reviewer, the manufacturer benefited from greater time and cost savings, as recruiting the outside vendors to perform the LQA and facilitating the back-and-forth with the third-party used up significant resources. This outcome also allowed the company to use less administrative time on the LQA process, speeding up turnaround times.