



Coca-Cola Europacific Partners (CCEP)

About CCEP

World's largest independent Coca-Cola bottler

Employees

33,200

Revenue

€15 bn

CCEP achieve dramatic cost savings with RWS language technologies

Coca-Cola Europacific Partners (CCEP) is the world's largest independent Coca-Cola bottler with 33,200 colleagues serving 1.75 million customers across Western Europe, Australia, Indonesia, New Zealand and the Pacific.

With over 180 sites, including 79 manufacturing facilities, CCEP has a tremendous demand for translation. With increasing volumes of content and rising spend on language services, they needed to find a more efficient and cost-effective way to meet demand.

Solutions

Trados Enterprise

Language Weaver
machine translation
(including custom engines)

Language services

Challenges

- Multiple translation suppliers
- No central governance or standard processes
- Lack of consistency with terms and tone of voice
- Limited use of automation
- Translations taking too long

Challenges

Demand for content in a digital world is increasing rapidly – especially for multinational organizations like CCEP who need to translate their materials into many languages.

Like many global companies, translation within CCEP had grown organically with many language services suppliers across the organization. With increased volumes and rising costs, the time had come to take a more strategic approach to their translation spend.

Having to deal with multiple suppliers meant that it was hard to keep track of expenditure, while there was also a considerable administrative burden in managing a global network of vendors. As a consequence, CCEP were looking to consolidate their supplier base and reduce unnecessary costs.

However, it wasn't just a question of consolidating the number of suppliers.

A further downside associated with managing a number of suppliers was that it was difficult to standardize and automate the processes involved, while the lack of a globally agreed terminology and tone of voice meant there were often inconsistencies across the content produced.

CCEP were also looking to speed up their translations and reduce translation spend. They needed a solution that would help them work more closely with one another across the globe, improve consistency and quality, and where possible, automate translation processes to save time and reduce costs.



Solution

Having put a lot of time and effort into understanding and defining the issues and challenges they faced, CCEP were determined to find an effective solution that would work in the real world and deliver tangible results.

They decided to work with RWS. After a 3 month proof of concept (PoC) with one content team, they progressed to a digital pilot project for 6 months.

With both the PoC and pilot projects proving successful, CCEP moved on to a full implementation and rollout of the solution.

CCEP chose Trados Enterprise from RWS as a translation management and workflow tool to help them achieve a more streamlined and efficient translation process across the organization. With centralized translation memory and terminology, Trados Enterprise also helps CCEP now achieve greater consistency.

They also chose Language Weaver – the leading machine translation technology from RWS that can adapt and ‘learn’ linguistically, so results get better and better over time. Language Weaver is helping CCEP to manage the sheer volume of content in key languages across the organization. Not only does it reduce their spend on outsourced translation, it also helps ensure that their specialist terms and tone of voice are used consistently across their content and channels – no matter which part of the organization it comes from.

Finally, the language services team at RWS provide CCEP with a scalable resource to extend their own internal teams’ post-editing translation capacity and to support the translation of any content types or languages that aren’t suitable for machine translation.

As with any rollout, user buy in is key to a successful implementation.

CCEP introduced and promoted the solution to staff, who were encouraged to take advantage of the new system. A fully customized UI of the translation platform using CCEP’s brand colours and logo supported adoption by groups of users. After the successful PoC and pilot phases, further departments were on-boarded one by one, and the experience, knowledge and key learnings shared.

“My experience working with these tools and with RWS is simply amazing!”

Elitza Duplewa-Servatius,
Manager, Automated Translations, CCEP



Results

- Over 50% of total translation volume now processed by MT
- Over 20m words translated with Language Weaver in first 6 months
- Faster translation – minutes not days for simple jobs
- High-quality MT – resulting in fewer complaints than before
- Increased consistency of terminology and tone of voice

Results

Ultimately, what defines whether a solution is a success or not is the results – did it achieve what we wanted it to?

For CCEP, the answer is ‘yes’.

Language Weaver exceeded expectations and now plays a significant role within the CCEP translation toolbox and has helped CCEP tackle the large volume of content they have to contend with.

In just the first six months since going live, some 20 million words were processed through Language Weaver – compared to the 1 million words that were handled internally by human translators, and 600k words that were outsourced to translators. Translations that would take days are now done in minutes.

By using Language Weaver, CCEP were able to considerably reduce their translation costs and turnaround times – multiplying translation throughput and volumes and doing more for less.

With the right translation tools in their hands, CCEP's internal team can now easily cope with much higher volumes. Indeed, nearly two thirds of the total volume of translation work is now managed and processed internally (with little or no noticeable increase in time spent on translation) – plus of course the dramatic drop in the need to outsource translation work.

Perhaps the biggest concern that CCEP had with the move to machine translation was the quality of the output. The quality achieved for many of the teams using Language Weaver has been positive – especially for the languages where the MT engines were trained. And where quality issues do arise, terms are continuously added to the translation dictionaries to ensure smoother and more accurate translations down the line. As the quality of the output from Language Weaver continues to improve, less time will be spent on post-editing and review – speeding up the translation process and reducing the cost.



“I definitely recommend RWS as a partner. They provide a high level of service and the technology has already proven to be hugely beneficial for CCEP.”

Elitza Dublewa-Servatius,
Manager, Automated
Translations, CCEP

Elitza Dublewa-Servatius, who is responsible for the adoption and scaling of RWS language technologies within CCEP, is thrilled about the implementation of Language Weaver.

“From the beginning, we have been delivering savings and time reduction – with translation quality continually improving and end-user satisfaction increasing.”

She adds that “By using a combination of RWS technologies, we achieved a much higher amount of total translated words at much lower cost than initially planned.”

Dublewa-Servatius concludes that “There are a lot of hidden benefits when using RWS translation technology. Luckily with RWS we have a partner who always opens our eyes to these additional benefits, so we really get the most out of the technology.”

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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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