



LearnUpon localizes its user interface into nine new languages in three months

LearnUpon is a provider of a learning management system in the training and development sector.

Established:
2012

Headquarters:
Dublin, Ireland

Translation project size:
750,000+ words in three months

Solution elements

RWS Translation Services

Trados® Enterprise

LearnUpon chose RWS to support its ambitious business goals – meeting high customer standards for quality and opening up new markets with user interface (UI) localizations.

LearnUpon develops and provides a leading learning management system. Organizations ranging from small businesses to Fortune 500 giants rely on LearnUpon's software as their platform for creating and delivering training courses and materials and tracking learners' progress.

LearnUpon's system is highly customizable so that each platform deployment meets the specific needs of the customer. With a growing portfolio of customers around the world with different linguistic requirements, LearnUpon has been expanding the availability of its user interface in different languages to meet the needs of more and more organizations.

The challenge

By 2021, LearnUpon had already localized its system into more than 10 languages, and the company planned to pursue an ambitious strategy of adding another three to four languages a year. But with their existing provider the pace of translation was far too slow. Combined with delays in receiving quotes and other communication, this was creating frustration across the business and impacting LearnUpon's customers.

Worst of all, there were also translation quality issues, resulting in customer complaints. "One customer even compared it to Google Translate," says Jovana Ilijašević, Group Manager of Product Operations for LearnUpon. "This was a red flag for us that we needed to find a new provider."

The problem was compounded by an ad hoc approach to localization rather than an organized cycle, and by a lack of suitable technology for managing the process. Without a dedicated translation workflow tool, LearnUpon was relying on a fiddly system of spreadsheets, emails and attachments that was inefficient and susceptible to human error.

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Jovana Ilijašević
Group Manager, Product Operations, LearnUpon

The solution

More than just a translation provider, LearnUpon wanted a partner capable of helping them grow their business. Their top criteria included reliability, commitment to agreed projects and turnaround times, advice on their translation strategy, and an understanding of the world of eLearning.

After a careful selection process that included taking up references, LearnUpon found all of this in RWS.

Even though LearnUpon had specifically set out to find a partner, Jovana was still surprised by the gap between her expectations and reality. "I wasn't expecting this much enthusiasm!" she says. "The level of investment and professionalism from RWS was a revelation."

A commitment to flexibility and a proactive approach

LearnUpon wanted to get started on nine new platform languages as soon as possible, so work started immediately using their own manual system, before transitioning to Trados Enterprise, RWS's translation management system.

Once Trados Enterprise had been installed, the translation process became much smoother and faster. The new system maximized efficiency through the automation of manual tasks and enabled the management of processes such as requesting and receiving quotes, estimating turnaround times, allocating translators, file exchange and tracking projects – all from a single tool.

Translators invested in quality

LearnUpon had established quality as one of their main criteria, so they were delighted by the commitment shown by the new translation team, whose habit of asking questions whenever they needed clarification was very welcome.

"The open communication we have during translation is really reassuring," Jovana says. "We know that the localization is being done properly by translators who understand the platform and care about getting it right."

LearnUpon facilitated and encouraged this dedication not only by sharing their style guide for ensuring consistency and accuracy, but also by setting up a portal to allow the translators to explore the platform for themselves.

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The results

LearnUpon now offers a total of 23 platform languages, allowing it to meet customer demand and expand into new markets. They delivered nine of these in just three months as their first project with RWS, representing a game-changing improvement in translation turnaround. Wait times for quotes are also significantly reduced – Trados Enterprise can calculate a quote in a matter of minutes based on word count and rates.

Deeper relationships with customers

This new partnership model has allowed LearnUpon to build their credibility with customers. They're able to provide new platform languages within agreed deadlines and have seen a dramatic reduction in customer complaints about translation quality. And when prospects enquire about the possibility of new languages, LearnUpon is able to respond quickly. "I really love the ease of communication with RWS," says Jovana. "If a customer has a question about a translation or is interested in a new language, we can talk to the RWS team and come back to the customer with a proper answer."

A tech-enabled translation cycle

LearnUpon has also improved its localization process, establishing an organized cycle of quarterly translations of 80K-90K words instead of the previous ad hoc approach. The use of Trados Enterprise has delivered significant cost and time savings, especially through streamlining quoting and file exchange.

Key benefits for LearnUpon

- 9 languages translated in 3 months (up from 1 language in 4-5 months)
- Far fewer customer complaints about translation quality
- 50% decrease in time to market for new languages
- Reduced risk of human error
- Rapid response to quote requests



The future

LearnUpon now has the confidence to pursue its ambition of introducing three to four new languages a year. Jovana says that they're even considering extending their localization effort to other content, such as support articles.

Further strategy improvements are also in the works. LearnUpon's current approach to the localization of new platform features is reactive, taking place after the features have gone live. But they plan to implement a more sophisticated approach of continuous localization, where new features will go live in all platform languages at once. This will be facilitated by connecting their in-house platform development and delivery tools with Trados Enterprise, to maximize the use of automation from end to end.

Jovana anticipates continuing to develop LearnUpon's relationship with RWS for a long time. "My advice to others would be to look for a translation partner, not a translation company," she says. "We've built a strong bond with RWS and they're playing an active role in helping us grow our business. That's what you want in a translation vendor."

Discover more about RWS Language Services

[rws.com/localization/services](https://www.rws.com/localization/services)

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 unique combination of technology and cultural 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.

Our clients include 90 of the world's top 100 brands, the top 20 pharmaceutical companies and 19 of the top 20 patent filers. Our client base spans Europe, Asia Pacific, and North and South America. We work in the automotive, chemical, financial, legal, medical, pharmaceutical, technology and telecommunications sectors, which we serve from 80+ global locations 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). For further information, please visit: www.rws.com

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