

Cultural Consulting Firm Increases Global Reach (confidential)

Customer Success

Overview

This client is a full-service consulting firm specializing in building human capability across functional, global and cultural boundaries. The company is structured as an international network of partner companies that support local clients by providing global access and consultancy services. The network spans across the major economic centers of the world and offerings are wide-ranging in both geography and function: global leadership and global team development, global competency development and implementation, global workforce training and development, global human resources management and organizational development.

Business Needs & Objectives

The ongoing expansion of the client's global partnership network required a more efficient integration of services identifying the immediate need to share relevant information and content openly. As a result, the client implemented a content management system (CMS) with multilingual capabilities. This CMS serves as a vehicle to evaluate cultural preferences via an online questionnaire that was originally developed in English. The client noticed that when users whose native language is not English completed the English questionnaire, the results were potentially inaccurate and reduced comparability of the overall data.

Solution

The client approached Magnum Group to translate the English questionnaire into 9 languages. It became clear early on that the project would require more than translating the questionnaire. Since this was the first time the client ventured into the area of localization, we needed to establish a workflow that would guarantee the integrity of the questionnaire and the reports throughout the process. The document was extremely dynamic since the reports assembled are based on the information pulled by the CMS tool from different subject areas that are interconnected and answer-dependent. In partnership with the client, Magnum established the workflow, defined tasks for each participant, simulated test questionnaires under various scenarios, and held kick-off meetings with in-country stakeholders. We provided a turnkey solution and delivered high-quality, culturally sensitive and technically accurate translations which are now used and re-used by the client and its global partners.

Achieved Results

The client was able to capitalize on Magnum Group's experience in working with content management systems in a multilingual environment. Since much of the preliminary work had been completed before beginning the localization and translation process, and buy-in of international stakeholders was ensured, the localization of the questionnaire went smoothly. Magnum Group was able to meet the client's expectations regarding an accelerated delivery schedule. The translated questionnaire is currently being used in the first group of countries and user feedback has been very positive. As a result, our client will be able to reach a much wider audience, be more responsive to its clients and develop more meaningful partnerships within its network.