

## CASE STUDY

# How Speed and Accuracy Delivered 25% Lower Costs for Corporate Visions

Launching a new product line in multiple languages, on schedule and budget, requires a high level of confidence in your chosen vendor. For Doug Hutton, SVP of Products at Corporate Visions, the speed and accuracy of the service delivered by Protranslating has also brought additional cost benefits.

## The Company

The Corporate Visions range of B2B marketing and sales training products features a blend of instructor-led and digital modules. It is further supported by a dedicated platform of resources and videos, including a combined learning management system and sales readiness platform.

Doug and the products team develop new products and maintain and refresh existing product lines across its suite of languages: “We maintain a commitment to our clients that our standard training products will be available in English, plus six other languages,” he explains. These are French, Brazilian Portuguese, Latin American Spanish, German, Mandarin Chinese, and Japanese.

Previously, Doug led the company’s training delivery team, which highlighted for him the need to connect products and delivery, including adapting the product lines to match the market realities and needs of Corporate Visions’ customers.

## Executive Summary



### The Company

Corporate Visions enables ‘conversations that win’ via science-backed training and consulting solutions delivered in both instructor-led and asynchronous formats. This includes products, such as Mastering Remote Selling™, that improve salespeople’s ability to deliver memorable customer conversations in a virtual economy.



### The Challenge

The company requires translations and localization of training programs and products into six languages, from Brazilian Portuguese to Mandarin Chinese. However, the finished content must support a wide range of media, including digital e-learning files, storyboards, and videos, as well as workbooks and document files. Before publication, the localized and translated content requires review by Corporate Visions’ local language consultants, swallowing up valuable time and resources.



### The Solution

The speed and accuracy of Protranslating’s solution have saved Corporate Visions up to 50 percent of this review time, reducing the total cost of local language localization, and enabling the timely and comprehensive launch of new products.

For example, as the COVID-19 pandemic forced more organizations into remote learning, the company sharpened its focus on digital content and e-learning tools, offering a blended approach to instructor-led and high-value online content: “Digital products have become more critical, and we don’t expect to see that change, even when in-person learning returns,” says Doug. “No one wants to spend eight hours in a Zoom class, so it’s about offering the right mix of virtual in-person, videos, and e-learning. It’s been excellent to see how well our customers have made the transition to remote learning.”

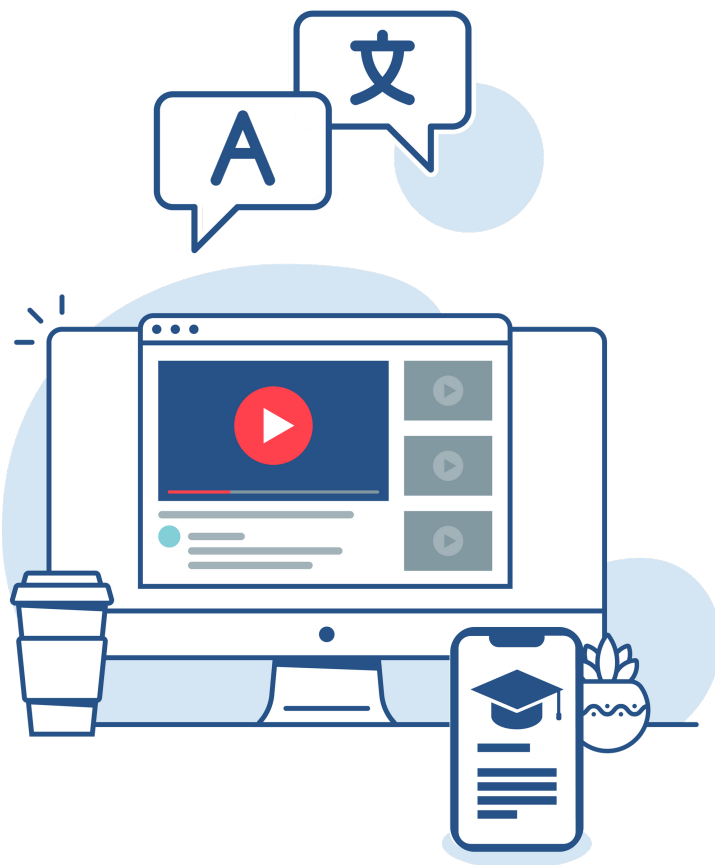
He gives as an example the company’s newest product, Mastering Remote Selling™, which has been a major success but required rapid development to adapt to the seismic shift to virtual selling.

## The Challenge

While Corporate Visions does not localize every element of every product, it must nonetheless plan carefully for localization. This means achieving a certain stage in its product development before locking the content down for translation to begin. “We tend to manage localization in piecemeal, or after specific client demand,” explains Doug.

Similarly, the multimedia format, which includes videos and e-learning modules, as well as straight document translation, can pose a challenge for vendors, in terms of both speed and quality. “With our previous vendor, the errors were not so much in the straight translation aspects of the work,” explains Doug, “but in making sure the full production, all the way through to the final e-learning files were managed accurately and consistently. This increased our quality assurance burden at each stage of the process, placing additional demands on our internal team.”

Doug and his team decided to trial Protranslating to replace its existing vendor, beginning with a small project. “We’d already processed half of it with our existing vendor,” Doug explains. “It was a straightforward product, nothing out of the ordinary, so a good opportunity to compare.”



*With Protranslating the consultant review time was cut by 50%, from two days down to one.*

## The Solution

“One of the key things I learned in the process, is that when it comes to choosing a vendor, it’s important to understand your ‘fully loaded’ translation costs,” says Doug. “This includes ensuring you select a vendor that can provide quality work across all elements of your offering.”

He explains that he and his team reaped additional benefits as a result of the quality of Protranslating’s work due to the time saved: “With our previous supplier, our local language consultants would have to go back and forth with the translators quite often to correct the translation,” he explains. “Protranslating has made the process easier. Because there are far fewer errors in the initial drafts, our local language reviewers have spent materially less time on the review. This has reduced our costs and also sped up the process, as the work is easier to fit around their training delivery schedule.”

Doug adds: “Previously, I would budget it so that my total cost to localize a product would be at least 1.5x the vendor costs to factor in that consultant reviewer time. But with Protranslating, I found that – in some instances – the consultant review time was cut by 50%, from two days down to one. Across all six languages, that means a reduction in my fully loaded costs of up to 25%.”

Now on the fifth project with Protranslating, Doug says it is the combination of cost, speed, and accuracy that has provided the biggest benefits. However, trust in the quality and speed of turnaround has also been crucial in the past year. “I’ve not had to back off an internal deadline for any reason with Protranslating, and that was not always the case with our previous vendor,” he says.

The partnership has also provided Doug and his team with the solutions and confidence needed to schedule localization and translation into new product launches: “Historically we might have waited 18-20 months before locking the content down or thinking about localization for a new product,” he explains, “With Mastering Remote Selling, we started that process much sooner. The fact that we were able to say: We will have it complete by the end of the calendar year, was helpful to drive sales, and to be able to say that [the localized versions] would be ready for delivery in Quarter 1, and have complete confidence that that is true, has been of real value.”

## The benefits: cost, speed, and accuracy

While Doug says Corporate Visions could have set goals upfront for the switch to a new vendor, he's happy with the way it has been rolled out. "We were almost surprised about the amount of time that our consultants saved on the language reviews," he explains.

As result, he recommends taking the time to understand the total cost of localization, from how you set up your content to begin with, to the amount of time it takes to review and market the localized content to customers and stakeholders: "Ask how your vendor can make that as easy as possible for you," he advises, "and ensure that your chosen vendor can satisfy all the different elements that you need, to the same high quality. It's not just about the words, because frankly, anyone can do that – that's the easy part – it's about supporting you consistently across all the platforms you use."



*Doug Hutton is Senior Vice President (SVP) of Products at Corporate Visions, a leading provider of science-backed marketing and sales training programs and consulting services for B2B companies. He explains how the company's localization and translation needs are supported by Big Language Solutions' Protranslating service.*



With over 5,000 translators & interpreters across the globe, we speak over 200 languages and regional dialects. Let's chat about your needs today.

**Write your own Success Story today!**

**BIG** LANGUAGE SOLUTIONS

### SECURE. UNIFIED. EFFECTIVE.

Our family of companies includes BIG IP, ISI Language Solutions, Protranslating, Language Link, and DWL, bringing over 150 years of combined expertise with offices in 26 locations worldwide. Through our portfolio, we customize and deliver language services in more than 240 languages and dialects.