



**CUSTOMIZED eLEARNING
SOLUTIONS AND PARTNERSHIP
FOR FASTER, COST-EFFECTIVE DELIVERY**

DELIVERY
1 MONTH EARLY

20%
COST SAVINGS

7000+
NEW HIRES TRAINED

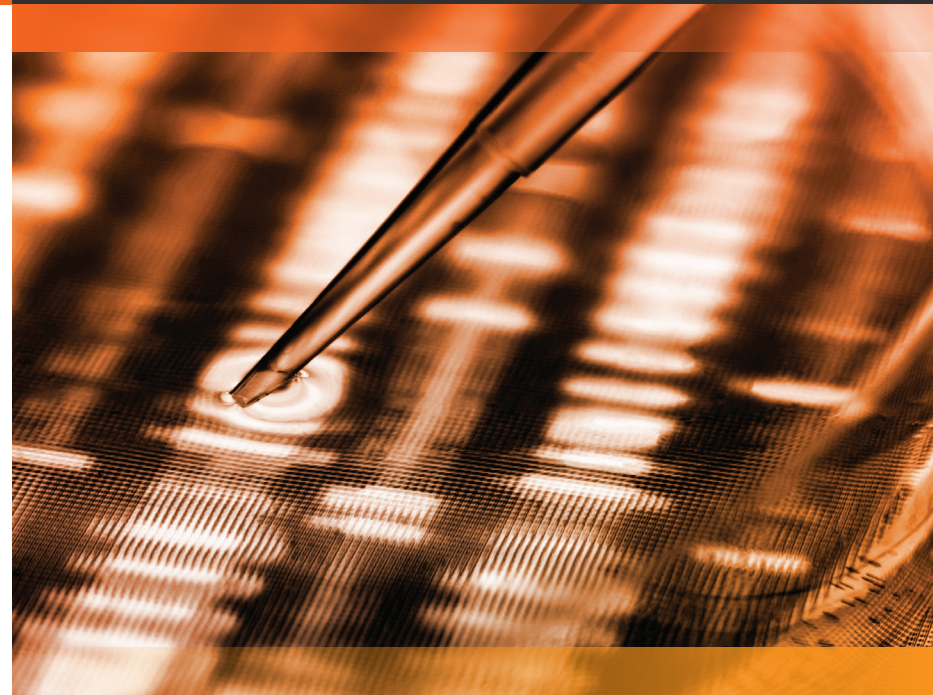
The customer uses eLearning modules to train new hires.

As a multinational company, it's critical for them to offer their training in a wide variety of languages (at least eight). In 2023 and 2024, when Lionbridge assisted with this project, the customer had an unprecedentedly sizeable new hire class of 7,500 employees.

The eLearning materials they required for this huge new hiring class are complex because of their technical terminology and design. It's also vital to ensure accuracy with them because the materials serve two functions. They help employees perform at their best in their new jobs. They also satisfy industry and country-specific employer compliance requirements. Creating and updating these eLearning materials in all necessary languages is a time-consuming task, one that Lionbridge could assist with.

ABOUT THE CUSTOMER

Our customer, established around 20 years ago, is a European-based multinational pharmaceutical and biotechnology company. This company is among the top ten largest pharmaceutical companies worldwide, with a place on the Fortune Global 500 list, a primary listing on the London Stock Exchange, and a constituent on the FTSE 100 Index. While the customer is famous for developing a critical vaccine, it's also developed other key items on the World Health Organization's List of Essential Medicines. Lionbridge has provided this customer with twenty years of deep partnership. We've assisted with projects such as clinical labeling, clinical trial content, plain language summaries, regulatory submissions, marketing, and other materials.



THE CHALLENGE

This project was challenging for three reasons.

Firstly, the tight deadline. The customer was slated to onboard an unprecedentedly large class of new hires (7,500 over 2023 and 2024). Lionbridge partnered with the customer to help prep for all these new hires and ensure their eLearning materials were ready, both on time and simultaneously, in the eight target languages. When the customer previously used in-country reviews of translated materials, the tactic took extensive time to complete or was challenging to finish at all due to a lack of available reviewers. The languages were:

- » Chinese (Simplified)
- » French (France)
- » German (Germany)
- » Arabic (International, Modern Standard)
- » Italian (Italy)
- » Portuguese (Brazil)
- » Spanish (Latin America)

The second challenge was the technicality of the language.

These eLearning materials included technical life sciences terminology. Not only did these terms need to be accurately translated, but they also needed to be translated in a manner consistent with the customer's translation glossaries. As an international company, this customer has created a terminology glossary for every major world language. If terms were inconsistent with this glossary, there could be significant consequences. Employees might not have understood them as they completed work or used incorrect language to create documentation subject to stringent industrial and local regulations.

The third challenge was the formatting of the materials.

These eLearning modules included voiceover, videos, subtitles, and more. Notably, they were all in Storyline format. Lionbridge had to faithfully recreate all materials in new languages. The new materials had to look and function exactly like the original eLearning materials. Sometimes, Lionbridge even had to implement back-end coding to ensure materials were all identical in every language. Changing the language on these materials also created formatting challenges because text expanded or contracted significantly depending on the language. Arabic text typically contracts appreciably, for example. On the other hand, German text usually expands a great deal.





THE SOLUTION

Lionbridge set up a robust group of 14 linguistic and life sciences experts to address the major challenges for this project. This group included a dedicated language team experienced with life sciences material and vocabulary. It also included a quality assurance team, which implemented a rigorous quality assurance process for all translated materials. Critically, Lionbridge's eLearning team assisted with this project, bringing an extra layer of expertise.

Lionbridge also scheduled meetings every other week between our team and the customer's teams. During these meetings, we asked questions about the materials, terminology, formatting, etc. Additionally, our team provided consistent updates on the project's progress, so the customer stayed apprised of how close Lionbridge was to delivering the final product. This proactive approach built a robust partnership between us and the customer, making it easier to provide a high-quality product faster.

We began our process by collecting the original files of the customer's eLearning material. Next, we analyzed them with our eLearning team so we could build cost quotes for the customer. With their consent to the project, we localized the files into the eight target languages.

Lionbridge completed the localization aided by terminology glossaries from the customer (which we have as a long-term preferred language service provider) or by asking questions in the biweekly meetings. After completing the localization of the materials, our Language Quality Service (LQS) team reviewed the localized content. Using Lionbridge's own LQS team to review saved the customer a significant amount of time. They usually conduct their own in-country reviews of material. However, this process can take a long time or be very difficult due to a lack of available reviewers, which would jeopardize the project timelines.

Lionbridge's life sciences translation team handed over the finalized translated material to our eLearning team. The eLearning team then expertly built out each of the eight versions of new eLearning material in the eight target languages. Lionbridge internally tested the modules and materials, ensuring they looked and functioned exactly like the original files. Lastly, Lionbridge passed the translated eLearning content to the customer. They performed two tests: once within their MyLearning portal and once in a brief click-through review for a content perspective. The project was completed when the customer's eLearning team was satisfied with the final product.

METHODOLOGY



LANGUAGES

- Chinese (Simplified)
- French (France)
- German (Germany)
- Arabic (International, Modern Standard)
- Italian (Italy)
- Portuguese (Brazil)
- Spanish (Latin America)



MULTIDISCIPLINARY TEAM

- 1 Global Account Director
- 1 Global Program Director
- 1 Senior PM Team Leader
- 1 Project Manager
- 2 Project Coordinators
- 1 Language Team Leader
- 2 Language Leads
- 1 Technical Services Team Leader
- 1 DTP Specialist
- 1 Senior Multimedia Technical Team Lead
- 1 Multimedia Specialist
- 1 Engineer



PLANNING

- Project scope and success criteria
- Kick-off meeting
- Roles and responsibilities
- Detailed schedule and communication plan
- Escalation points
- Debrief meeting after completion



COMMUNICATION

- Biweekly meetings with the Sales and Operations teams
- Status reports
- Focused troubleshooting emails and calls
- Transparency and focus on critical points



THE RESULTS

Lionbridge's project had several notable results for the customer.

Firstly, Lionbridge drastically reduced their workload in this project. Because we had already established a relationship with the customer and had a library of their terminology glossaries, we had fewer questions for them. We could translate their materials with less of their involvement. Additionally, we exponentially decreased their workload by taking on the quality review within our own team. This approach saved the customer's team hours of internal work across eight different offices and languages.

The second result was an early delivery. We saved significant time for our customer by using our own team to complete every translation step and eLearning content creation. Our time savings amounted to a delivery about one month early. This extra month made the customer's plans for onboarding their new hires much easier and less hectic, allowing their employees to focus on other urgent priorities.

As a third result, the customer accrued a notable 20% cost savings for the entire project. They worked with Lionbridge as a single vendor for translation, content quality review, and eLearning content translation. Handling all these services allowed us to bundle and reduce the costs, which would have been impossible with multiple vendors for eight different target languages.

Lastly, the customer was able to use Lionbridge's work to maximize their new hire training. With such effective materials in employees' native languages, it was easier for the customer to ensure that their unprecedented class of 7,500 new hires had the best learning outcomes. The new employees were set up for more success, and compliance training was measurably more impactful. Notably, the customer's Overall Onboarding Engagement score leaped to 90%. New hires felt more engaged, welcomed, and prepared to succeed at this company. These outcomes are key for the customer's future success.

