



SUCCESSFUL SURVEY TRANSLATIONS

HOW LIONBRIDGE HELPED CISCO LOCALIZE SURVEYS AND COLLECT FEEDBACK IN 12 LANGUAGES

12
LANGUAGES

700,000
WORDS TRANSLATED

100%
ON-TIME DELIVERY

CISCO'S COMMITMENT TO PARTNER SATISFACTION

Cisco highly values partner satisfaction. The company's Voice of a Partner (VoP) team manages surveys and collects feedback to analyze and optimize partner experiences. The team worked with Lionbridge on two project types:

- » Localizing annual survey questions from English into 12 languages
- » Translating quarterly partner responses from target languages into English

THE CHALLENGE

The VoP team needed a partner capable of:

- » Supporting localization for both survey writers and respondents.
- » Handling company jargon, which people outside the Cisco network would not easily understand.
- » Addressing respondents' inconsistent responses, spelling, and grammar mistakes.

ABOUT THE CUSTOMER

Cisco Systems, Inc. is an American multinational digital communications technology conglomerate corporation headquartered in San Jose, California. Cisco develops, manufactures, and sells networking hardware, software, telecommunications equipment, and other high-technology services and products.

Cisco is one of the largest technology companies in the world, ranking 82nd on the Fortune 100 with over \$51 billion in revenue and nearly 83,300 employees.



THE SOLUTION

Capitalizing on our longstanding relationship, Lionbridge tackled the challenges by:

- » Using linguists familiar with Cisco's preferences, jargon, and subject matter
- » Maintaining open communications
- » Identifying language tags
- » Keeping Translation Memories (TMs) in order
- » Addressing respondents' inconsistent replies and linguistic errors

Lionbridge enhanced processes by documenting and improving existing practices, collaborating closely with Cisco's Sales Operations team, and eliminating unnecessary exchanges to speed the turnaround time.

"The Lionbridge team was amazing to work with, and its ability to work under tight deadlines helped us reach the finish line. Lionbridge nailed the process, and we're sticking with them."

— Jill Lambert, Cisco's Leader, Sales Operations

The Lionbridge-Cisco partnership demonstrates Lionbridge's commitment to our customers and our agility to work with teams that have nuanced and unique needs.

Lionbridge will develop specific workflows, ensuring content delivers the intended impact.

THE RESULTS

Lionbridge localized annual surveys and quarterly survey responses for Cisco's VoP team, processing 700,000 words into 12 languages with 100% on-time delivery. As a direct result of its partnership with Lionbridge, Cisco collected accurate partner feedback and strengthened its relationships.

Since 2010, Lionbridge and Cisco have established a solid partnership based on trust and collaboration. This partnership extends to several areas, including our sales operations team, which is an integral part of our broader collaboration with Cisco's Global Translation Services (GTS) team.