

Case Study

Motorola

The Challenge

Motorola needed an effective localization solution for their customer support website, which would allow them to increase their presence in the Korean and French Canadian markets, while at the same time raising their level of customer service for existing and new customers. The website's technical content, which facilitated increased usability of Motorola's technology and integration with current customer support systems, allowed Motorola to service customers more efficiently by diagnosing problems, performing troubleshooting, and escalating within Motorola's Support hotline. iLanguage's track record in localization partnerships with Motorola, experience in the telecommunications industry and strict adherence to style guidelines defined by the client made iLanguage the clear choice for this project.

The Solution

A team of in-house project managers, translators and proofreaders was assembled to work on the localization process of the website. The translations were handled mainly through a Proprietary Content Management System provided by M. With a secure online connection to iLanguage the project manager connected to the System weekly to determine the pages due for translation. Translators logged on to perform the translations for each file, then submitted the completed work to an iLanguage reviewer. Once the translations were proofread they got submitted through to the Content Management System which handled the review-accept process of the localized documents before accepting the completed files.

The Result

iLanguage flawlessly handled the localization of over 140,000 web pages within 4 months, with a precise adaptation of content towards the target audience. The timely completion and quality of the project kept the client very satisfied. "I want to take this opportunity to thank you and iLanguage for supporting in the past with our translation needs, and most recently with our new iC Mkt. site. This was all possible thanks to the great efforts, team playing and partnership by iLanguage and Motorola."

In an effort to preserve consistency, iLanguage also built up and maintains over 500 terminology specific glossaries free of charge. iLanguage continues to assist Motorola with their website localization needs, and both companies look forward to working together on many future projects.