

LOCATE CASE STUDY - THE CHALLENGE OF FRAGMENTED COMMUNICATION AND CONTENT

The Challenge

A global retailer was experiencing content project breakdowns and delays, duplication of effort and increased costs. Their ability to stay agile and scale content production was being challenged by two key issues:

- 1. Fragmented communications and content**
- 2. Loss of control over asset versions and project history**

The client has multiple global offices, several partners and a wealth of stakeholders involved, often working on the same initiatives and producing a number of assets, briefs and content requests without visibility across markets or regional hubs. In day-to-day work, we noticed that information was scattered among email threads, brief documents and feedback forms, among other places. This led to fragmentation, duplication of work, re-processing of assets and a general loss of control and visibility over their content strategy. It was unclear whether or not an asset had been reviewed internally, if it had been approved and by whom or which changes were recommended by which regional hub.

While email was a convenient form of information transfer, global players often had to follow up on email discussions using new threads or chase files that were long delivered but lost to the abyss of their inboxes. Communication between stakeholder locations was often affected when contacts got dropped out of email threads or team members moved on and their inboxes were no longer accessible. An increase in remote working during the COVID-19 pandemic only exacerbated these problems.



To resolve this challenge, Locaria offered a robust, tailored solution to streamline project communication and ensure visibility for all stakeholders. The solution enabled easy access to orders, asset versions and client-recommended linguistic changes.

The Solution

Locaria was able to use Locate, our multilingual content intelligence platform to deliver a tailored solution for the client, consolidating and streamlining all content creation, review and sign-off processes in one cloud-based location. In particular we leveraged the client portal and review portal components.

The client portal function of Locate allows clients to submit requests, monitor project progress, review and receive deliveries, monitor budgets, access previously delivered quotes, briefs and files, and provide client feedback. We set up client portal profiles for the client and ran individual training sessions to introduce stakeholders from multiple client offices to the client portal, showcasing the benefits of moving to this new system. Our client was excited about being able to facilitate smoother communication and access to information about projects.

The client portal connects to the hub of the main Locate Home portal, which we at Locaria use as the epicentre of our day-to-day work across all services and geographies. The main Locate Home portal in turn connects our team to the Talent Portal to allow for smoother communication between Locaria and our curated pool of in-market specialists. Such connection ensures agility on every project and allows for better scalability. Resource allocation was also smarter thanks to the Job Feedback module, which pointed our team towards the highest scoring resources for the specific job type.

As the client has in-market teams who sign-off on local language content, the review portal was used by Locaria's team to give selected client stakeholders access to the content. Whether localisation, transcreation, copywriting or any other language-related service, client reviewers could make changes to the content, add comments and leverage the powerful quality assurance features within the portal, including flags for potential discrepancies or deviations from the agreed style guide or tone of voice requirements.

Reviewers also benefited from a live preview of the final assets which was updated in real time as the reviewer made changes to the content. Once the reviewer was happy with the final version, the updated content was sent to our team of linguists for finalisation, reviewing all changes and comments.



Outcome

Locate, our multilingual content intelligence platform, resolved the issues of fragmented communication and content, allowing for seamless, effective and efficient day-to-day collaboration. Communication was instantly improved for multi-location clients. Requests submitted via the portal were automatically received in the Locate home portal, and historical files can be easily accessed by logging on.

Our global retail client benefitted from:

- **80% reduction in project-related email traffic**

This not only benefits all project managers involved on both sides, but also ensures a less fragmented and fully traceable project history.

- **35% productivity increase across all locations**

Using Locate has eliminated the need to create, update and maintain project folders in a separate server, meaning Locaria can service the client more quickly and in a more focused way.

- **50% reduction in response times**

Locate's customisable trafficking settings ensured requests were directed to the correct team in the correct time zone straight away.

- **25% reduction in quotation time**

Thanks to the integration with our translation memory tool, assets can now be analysed and cost proposals produced without the need to leave the Locate interface and access other software.

The Future

Locate is continuously enhanced and optimised, driven by emerging client needs, new marketing and localisation technology, and our value of celebrating language with data. For example we have now extended the documentation exchange function to every profile.

Locate's client portal has been gradually rolled out and is now utilised by the majority of our clients. Learning from our phased roll out process, we have also adapted how we upskill clients to get the best out of Locate. At Locaria, a key value is "We Grow Together", so we always encourage client feedback and are dedicated to the continuous improvement of our technology solutions.

To discuss how Locate can benefit your business, email us hello@locaria.com

