



Lionbridge Localizes English Content for Indian Audiences.



Client Profile

Lionbridge Technologies, Inc. is an American company that provides translation and localization solutions in 350+ languages. Based in Waltham, Massachusetts, the company has operations in 26 countries. Through their world-class platform, they orchestrate a network of 500,000 passionate experts around the world, who partner with brands to create culturally rich experiences. While Lionbridge began in translation, their work today encompasses the realms of

linguistics, AI, and data quality. Their pool of experts dives deep to convey the most with every word and extract the most from every data point. Powered by people and augmented by cutting-edge technology, Lionbridge delivers resonance with speed, scale, and precision. For the last 20+ years, the company has been building deep relationships with the biggest brands in the world, so they can build deeper relationships with their customers.

Business Context

With 103 million households in India with cable TV subscription, more than 620 million with access to high-speed internet, and 18 million living abroad, consumption of content in Indian regional languages has shot up in the last few years.

As the global leader in translation and localization solutions, Lionbridge was looking to add critical capability in Indian Regional Languages with high-quality, speed and scale to serve their growing list of clients targeting the massive Indian audience. They were looking for a partner with the proven ability to manage large volumes across languages while ensuring high quality output and short turnaround time (TAT).

Objectives

Lionbridge Technologies and PFT joined hands in an ongoing engagement to achieve the following objectives:

- To deliver text translations in eight Indian Regional Languages for 70,000 words per month
- To efficiently manage the process across the pipeline ensuring quality control (QC) and TAT

“2020 was a great year for the Lionbridge India team, where we succeeded at every level of customer experience. Prime Focus has been one of our most trusted alliances. We would like to thank them for quick scalability and accountable Project management, which enabled us to deliver high volume with excellent KPIs. The support with supply chain for expert linguists in Kannada, Nepali, Marathi, and Telugu is well appreciated, and we wish to take this partnership to the next level with every passing year.”

Avantika Dixit

Senior Global Production Manager, Operations, Lionbridge

Solution

PFT's innovative technology for seamless workflow management and a large pool of expert translators in Indian Regional Languages ensured their selection as the perfect partner to deliver this project.

CLEAR® allowed PFT to create uninterrupted workflows, overcome cross-border challenges and ensure virtual collaboration in a seamless manner.

PFT engaged 10 translators, with more than 10 years of professional experience. The languages delivered included Hindi, Tamil, Telugu, Marathi, Kannada, Nepali, Oriya and Assamese.

Before aligning any new translator to this project, PFT conducted 3 layers of testing after which LBT conducted an additional round of testing. Post on-boarding a new translator, the resource went through 2 weeks of rigorous training on quality guidelines and specific translation parameters as well as an induction to the LBT platform on which the translations were to be processed.

A project of this scale came with its own set of challenges. The biggest challenge was to ensure consistency in the quality of deliverables. PFT has a proven process in place to periodically assess the delivery of current resources to ensure they are consistently performing. Random quality checks on live files are also conducted to ensure strict quality control.

Another challenge was to hire and align the talent quickly to address the spikes in volume. PFT's decades of experience delivering large M&E projects in a short time frame came in handy. The HR and PM teams worked together to industrialize a recruitment and onboarding process for expert translators, successfully testing, training and aligning them to the Lionbridge project across multiple languages and locations.

Client Outcome

PFT has consistently delivered to Lionbridge's satisfaction with 99 percent accuracy. Since March 2020, PFT has processed more than 70,000 words per month across eight Indian Regional Languages, with the bulk being in Telugu, Marathi, and Kannada.

PFT has helped Lionbridge support its clients in delivering English-language content to Indian audiences worldwide in their native language.

