

CASE STUDY

A leading global healthcare company asked us to help them localize their e-learning content. Here's how we got it done.

Our mission is to provide high quality innovative language solutions to our customers, while being the best employer and most respected business partner in the localization industry.



THE SITUATION

Based in Switzerland, our client is a global healthcare company that's primarily focused on innovative patented medicines, generics, and eye care devices.

THE CHALLENGE

The client needed their more complex e-learning localization services externalized, and they came to Argos because of the high quality, flexible multimedia services that we've provided over the years. The issues that needed to be solved included:

- ▶ **Complex e-learning and multimedia content.** All translators and revisers needed to have expert-level knowledge of medical content as well as the client's products, target audience, and expectations.
- ▶ **Detailed project management requirements.** Linguists, studios, multimedia specialists, and client personnel all needed to be coordinated perfectly.
- ▶ **High expectations of quality.** All content needed to be reviewed and approved by the client SME.
- ▶ **A wide variety of tasks.** Translation, VO with time codes, subtitles, and integration were all crucial to the success of the project. The complexity of the tasks made project management and linguistic coordination challenging.

THE RESULTS

For purposes of clarity, it makes sense to look at each challenge individually and examine how we met it:

- ▶ **Complex e-learning and multimedia content.** We created multimedia training that requires a fresh approach for each type of source content.
- ▶ **Detailed project management requirements.** The keys to success were prioritizing tasks and content while maintaining close cooperation between the involved Argos teams, the external teams, and the client's SMEs. The teams involved included our internal linguistic team, internal DTP and multimedia specialists, an external linguistic team, a studio for audio dubbing, and an external multimedia agency.

- **High expectations of quality.** We provided a detailed source review with clear instructions for each type of the content, all of which was reviewed and approved by the client's SME.
- **A wide variety of tasks.** We took care of translation, dubbing, subtitles, graphics, training content, and the integration of all of it.

When the results were in, the client was so impressed that we became their partner of choice for all e-learning content. They have proposed closer cooperation and a new option of content sharing, so we are excited to see what the future will bring.

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