

CASE STUDY

A leader in commercial fitness equipment needed a comprehensive solution unlike anything else in their industry. Here's how we got the job 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 the United States, our client is a leading global manufacturer of commercial fitness and exercise equipment for health clubs, hotels, universities, and fitness enthusiasts around the world.

THE CHALLENGE

The client needed to implement a centralized end-to-end localization process, including an in-country review step for marketing documents. They came to us for solutions that would provide quality translations that would be consistent in style and terminology.

OUR SOLUTIONS

- ▶ Client-specific translation style guides and glossaries
- ▶ Weekly calls to track projects
- ▶ Regular calls with client reviewers and linguists to discuss translation issues
- ▶ Meeting client reviewers in person to build relationships

THE RESULTS

Thanks to the efforts of our team, there is now a strong feeling of teamwork between the client localization manager and the project management team at Argos. We can support the client in all manner of projects – everything from UI localization to marketing translation to voiceover solutions. Because we were able to build a relationship with in-country reviewers, we can now backup the client manager when needed (sending and receiving files, discussing feedback, etc.) which was very helpful during the COVID lockdown. The client's localization process is now viewed as a model to be emulated.

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