



“This retailer has experienced firsthand how an outsourced translation solution saves time and money, enforces consistency and quality, and lets it focus on its core business.”

Client Values

- » Customized online portal provides consistent, easy access to services for suppliers worldwide.
- » Retail industry experience drives efficient process based on common translation memory, glossary and style guides.
- » Experienced project managers and a network of retail-savvy translators streamline and accelerate the translation process.
- » In-house technical expertise creates an innovative technical solution to project management and payment.

Lionbridge fixes up 1300+ suppliers with translation services for home improvement retailer

Your home improvement center should be able to supply the right kind of Torx nut or PVC pipe for your next project. But translation services are not something you'd expect it to carry.

That's why one major home improvement chain partners with Lionbridge to provide consistent, high-quality translation services across its huge pool of suppliers: over 1300 companies servicing stores throughout the U.S. and Canada. Formerly, the chain had struggled to manage 16 different translation vendors for its sprawling supplier community. The result: no common translation memory; a disjointed, inefficient translation process; and constant challenges with quality control. The retailer had considered purchasing and staffing a software solution in-house to manage its translation service providers, but the cost and complexity were prohibitive. And translation management is not a core competency for this retailer.

Solution: centralized translation service

Electing instead to consolidate with one language service provider, the retailer chose Lionbridge to create an online translation service for its suppliers — a first for the home-improvement industry. Lionbridge collaborated with the retailer to refine the translation process, discover all the suppliers, and ease them into a new service based on its Freeway translation portal. This was especially difficult because, with hundreds of stores carrying many thousands of products, it was challenging to identify all the suppliers. Still, Lionbridge marshaled its retail industry expertise and experienced staff to efficiently launch the portal and collect the community into it.

Now suppliers from around the world access their accounts, submit materials and receive translations conveniently through a web browser. Lionbridge has instituted a common translation memory, style guides, glossaries and a network of retail-savvy translators to streamline the process and build in quality. It has even simplified the payment process with an innovative PayPal-based invoicing system. So despite the incredible volume and variety of projects, the service consistently turns around translations within the very tight time frames required by the retail industry.

The retailer, on the other hand, enjoys a one-stop solution for high-quality translation services across its broad supplier base: from small local shops to giant multinational manufacturers.

Results: higher quality, responsiveness, satisfaction

The Lionbridge portal and translation services deliver a more responsive process and dependable on-time delivery, all with the high quality that comes from a centralized, focused translation resource. The supplier community is more satisfied now, with some using Lionbridge translation services for other projects not associated with the home improvement retailer.

Now in the fourth year of the relationship, the retailer has given Lionbridge a stellar 93% approval rating, and is renewing the contract. It has experienced firsthand the benefits of centralizing on Lionbridge services — consistency, quality, and more freedom to focus on meeting the needs of its customers. This is the kind of improvement that really hits home.

Contact Information

About Lionbridge

Lionbridge Technologies, Inc. (Nasdaq: LIOX) is a leading provider of translation, localization, and testing services. Lionbridge combines global language resources with proven program management methodologies to serve as an outsource partner throughout a client's product and content lifecycle. Organizations in all industries rely on Lionbridge language and testing services to increase international market share, speed adoption of products and content, and ensure the integrity of their global brands. Based in Waltham, Mass., Lionbridge operates across 26 countries, and provides services under the Lionbridge and VeriTest® brands.

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