

# Case Studies



## Social Media & Marketing

### Situation:

Our client in the media industry is an online social networking giant. They required translation of public social media posts with the volume of work of 507,000 words to be translated from English into three Indian languages; Hindi, Tamil and Bengali. The turnaround time expected was 12 business days.



### Challenge:

The turnaround time for this high volume project of translating into multiple languages is usually approximately ten weeks however, the client had a short window of two weeks. It was challenging to provide such a service in this short time frame while ensuring no compromise was made to the quality. The client also required intermittent deliveries of the translated text and the initial due date was within three days of the project commencement. For such a high volume and short project timeline, providing translations in multiple languages complicates the matter for the project management team who have to manage different linguists as well as meet different language needs.

### Solution:

To ensure the tight timeline was followed and the project was successfully delivered, TransLinguist gathered a team of 9 capable linguists, three for each language pair to ensure the volume of work could be tackled. Our dedicated account managers ensured all client expectations were met and the language teams followed the client guidelines and requirements consistently. To deliver multiple batches for all the language pairs, project managers executed flawless management and used agile translation methods to ensure all tight deadlines were completely met. Project managers also ran quality checks and ensured all content was proofread.

