Kinetic
theTechnologyAgency™

A client's journey

CASE STUDY

TheGlobalizor™

Company

Fortune 100 Health Insurer

Backstory

This is the story of a busy consultant managing translations for a national health insurance company. The consultant found himself managing translations from many directions within the company, all through email and always a fire drill. There was no organization, no oversight of project progress, and no shared workflow among individuals handling translations. There was no easy way to share any information about how one person was getting their translations done. Projects were being sent out to multiple language service providers (LSPs) based on the type of documents that LSP had done before. If he wanted to search for a translation done last year and could not find it, he would need to contact multiple LSPs to see if they were the ones who did that particular translation. With an increasing volume of translations and a weariness of his current process, he knew that something needed to change to get the department under control.

The first hurdle he encountered was pushback from within the company on spending money on a workflow. He decided that he would start small, and after some conversations with Kinetic in early 2009, he was able to convince his company to invest in a simple workflow system to manage the translations. He picked one language, and one LSP, and without the participation of other translation managers leery of starting a new process, he began to work with his new translation workflow.

Evolution

2009

The initial workflow brought some welcomed relief. He had a dashboard to view all of his ongoing translations. He had timestamps to monitor the deadlines and know when things were getting completed. He had an archive of projects that were finished that he could easily access and reference. Everything was in one place. The process was smoothed out with his initial LSP, but he was still maintaining an offline process with other languages and other LSPs.

2010

The next move was to add a validation workflow. This was separate from the translation workflow and accessible by persons within the company requesting translations. The validation or approval workflow allowed him to approve or deny the many translation requests coming in from throughout the company. Then another LSP was brought on board and integrated into the new process. Due to the new Affordable Care Act, translations were mandated in other languages, including Chinese, Creole, and Vietnamese, all of which were added to the translation workflow.

2013

The next big hurdle was getting coworkers on board. With so much stress from their own work, they didn't want to accept a new process. The initial success of the Translation Management System (TMS) though, meant that administration was aware of the streamlined process and return on the investment. Translation managers were now required to use this new system. The separate validation workflow was now integrated into the translation workflow. Projects could seamlessly move from requester to the consultant's translation department and off to the LSP and back - all in one workflow.

Also in 2013, Single Sign-On, or SSO, was adopted for all company users to access the TMS directly from an internal associate portal. Different departments which began using the translation portal under separate workflows now merged into one. It no longer made sense to maintain separate workflows and separate translation memories for similar material.

2014-2017

To date, the TMS used by this health insurer has continued to grow and shift as their needs have changed. New workflows have been set up, new users added, new LSPs added, forms have been modified, new subjects added, and a vendor defect reporting system enabled.

Reflection

We recently sat down with the consultant who initiated this relationship to see how he might reflect back on the evolution of his translation management system, what he is most happy with. This is what he had to say.

"What I like about it is that it's customizable, you use what you like from the available features. That it establishes organization around the translation process. That it enables everyone to come to one place for translations. All the details are here. If I decide that I want to change something about the system, all I have to do is pick up the phone." He also stated that the Kinetic system has helped his company to achieve substantial cost savings on its translation spend, further validating his efforts to streamline the process, enhance language quality and capture metrics.

Who we are

Kinetic is located in Louisville, Kentucky USA, home to some of the world's finest bourbons. In fact, our office is located inside of an 18th-century distillery. The city of Louisville is centrally located and home to some of the largest global businesses in the United States.

Our company's main objective is to take the complexity out of the translation management process and provide you with the tools to ensure an efficient, transparent, quality result. Our Microsoft Silver Enterprise Resource Planning Partner and HP Partner Certifications show our dedication to excellence.

Simply put, we're here to help your global enterprise optimize the translation process.

Our mission is to empower our clients to achieve and maintain a global competitive edge by providing software that facilitates the highest quality translations at the best price and with the fastest turnaround.

Our philosophy is simple – to delight our clients with technology solutions and outstanding support services that enable them to achieve their corporate goals across the globe.

TheGlobalizor™

Contact us to learn how Kinetic can help you with your translation process challenges.

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