

CAPITA

Multilingual training and development Your global e-Learning solution

Capita Translation and Interpreting



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Simplifying complex communications with secure and personal language solutions

We specialise in delivering personalised and secure language solutions that simplify the complex nature of today's global communications.

Blending technology and language experts to develop the most efficient and cost-effective workflows, and guaranteeing compliance, transparency, and consistency for our customers every time.

Helping you manage an ever-evolving, complex digital journey

Regardless of your experience in procuring language services – whether it be for e-Learning, digital or website localisation or face to face or remote interpreting – we combine in-depth market understanding and technologies across translation and interpreting to help build the right solution.

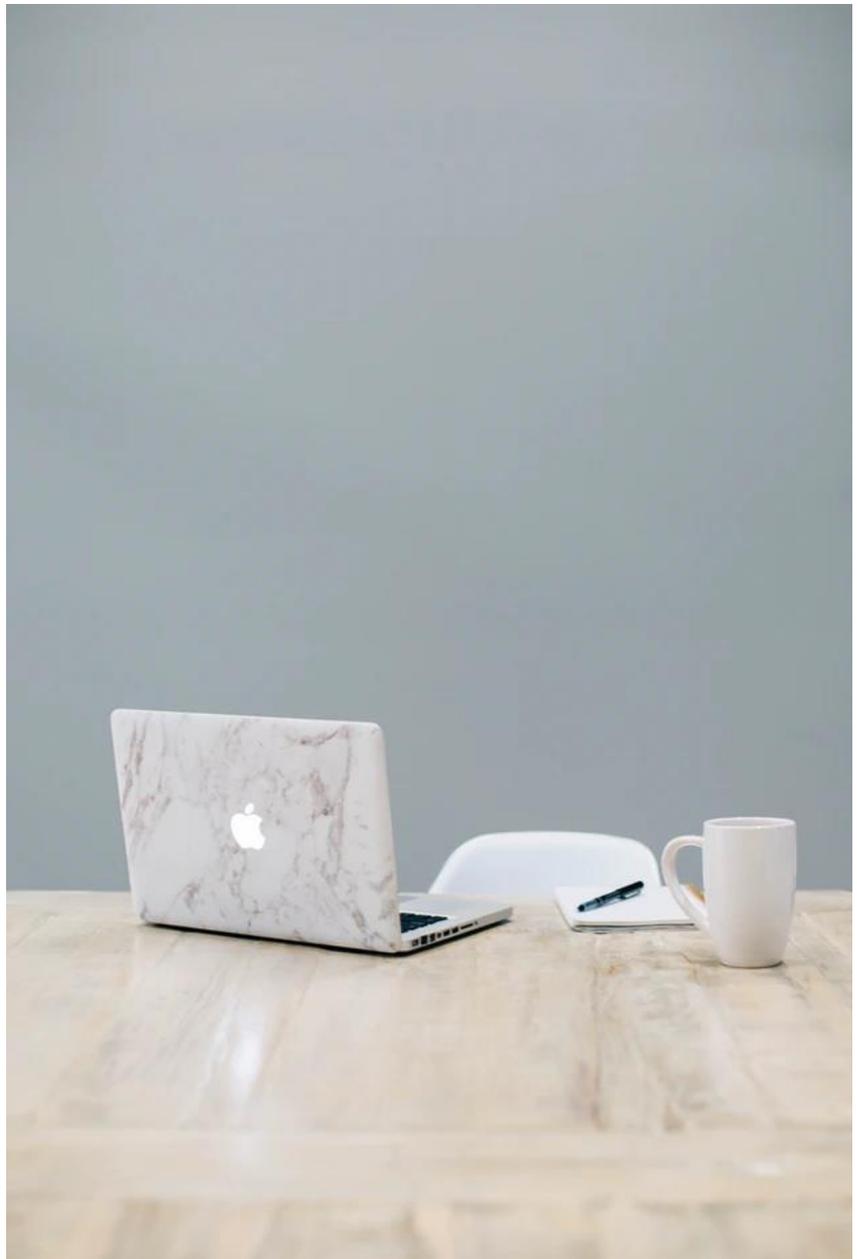
Ensuring your brand and reputation are protected

Our language Ecosystem is designed to facilitate a symbiotic relationship between you, your language assets and our people. We go beyond the normal levels of validation and vetting to ensure you have the right people for the job, using technology to better manage projects and processes via SmartMATE and LiveLINK.

Mitigating risk: Ensuring compliance, avoiding liability

We reduce the hidden risks associated with translation and interpreting, by working with the highest levels of compliance, corporate governance and security. Our accreditations are a testament to the level of governance inherited from being part of an organisation like Capita Plc and servicing customers in areas such as Financial, Legal, Public Sector and Manufacturing.

97% of our customers rank our customer service as excellent, good or above average



Delivering global e-Learning solutions

Maximising staff performance and productivity is a constant challenge for any business – no matter the size or sector.

Training and knowledge-sharing gives employees the tools that they need to work to the best of their ability, to develop their skills and to increase their job satisfaction.

Regular employee training sessions designed to clearly and effectively communicate company strategy and processes are vital.



How can you be sure though that your messages, company ethos and strategies are being properly absorbed and correctly put into practice by your employees based all over the world?

How do you know that the training being delivered across different geographical locations is consistent with your native programme?

Capita TI can help you with the multi-layered process of localising your e-Learning solutions to ensure that they are appropriate and effective for each geographical area of your business. Our comprehensive suite of software localisation and multimedia translation services allows you to localise any learning material, for any device, into any language.

We provide you with a complete global e-Learning solution

Boost productivity

Companies who use e-Learning technology have the potential to **boost productivity by 50%**

IBM Report

Increase revenue

Companies that offer best practice training and e-Learning earn **26% more revenue per employee**

E-learning Magazine

Why choose Capita TI for your e-Learning localisation requirements?

We are e-Learning localisation experts

Over the past 10 years, we have localised over 2000 e-Learning packages. We collaborate with more than 30 training and e-Learning development agencies to support their multilingual production. We have worked with global corporations in sectors such as Finance, Retail, Manufacturing, Education, Technology and Consumer Products to deliver multilingual learning experiences across all continents.

We will build a scalable team around you

We understand that requirements change, and businesses evolve. This is why we will build a team that meets your needs in the time zones required and will continue reviewing your requirements to ensure you have the right level of support.

We develop a “Customer Handbook” to ensure:

- Alignment of understanding and expectations
- Shared knowledge of business objectives and KPIs
- Rules of engagement
- Fast uptake and business continuity for your business
- Ongoing training and reference points for Capita stakeholders
- Easy review of processes allowing for continuous improvement
- Ability to provide clear action improvement plans on an ongoing basis

We understand Corporate risk and compliance

As part of a large corporation and being a key supplier of many complex, global organisations, we have a clear understanding of both risk and compliance.

Risk Management: the impact of our services to your business and how we need to approach our understanding and mitigation of these risks will form a critical part of our “Customer Handbook”.

Compliance: all of our staff and linguists follow yearly mandatory training in areas such as: Data Protection, Diversity and Equality, Financial Crime, Modern Slavery, Clinical Governance, Health and Safety.

We know our technology

We’re experienced in working with all the main e-Learning tools including Articulate Storyline, Rise, Adobe Captivate, Keynote, Lectora, Moodle, OpenOffice, PowerPoint and many more. Whatever your file type, we can work with you to deliver the training you need.



A step-by-step guide to our e-Learning services

Our experienced Project Managers will take you through a comprehensive yet flexible step-by-step process for translating e-Learning material.

Stage 1 – Requirement analysis

Your dedicated Project Manager takes your brief, establishes your language requirements, the target audience and the type of e-Learning material requiring translation.

Stage 2 – Text extraction

We work with your content developers to extract all on-screen elements of the training modules **from your source files** (text, audio, video, animation and images) ready for translation. Our in-house team of file engineers then analyses the extracted text by running it through Translation Memory software to identify potential efficiencies that enable us to improve quality and reduce costs. Translation ready files are then prepared for our experienced translators to work with.

Stage 3 – Translation

Specialist linguists are selected to translate your e-Learning material based on their experience and area of expertise. We ensure that all relevant project information is passed to them, along with any glossaries or style guides that you may have.

Stage 4 – Multimedia support

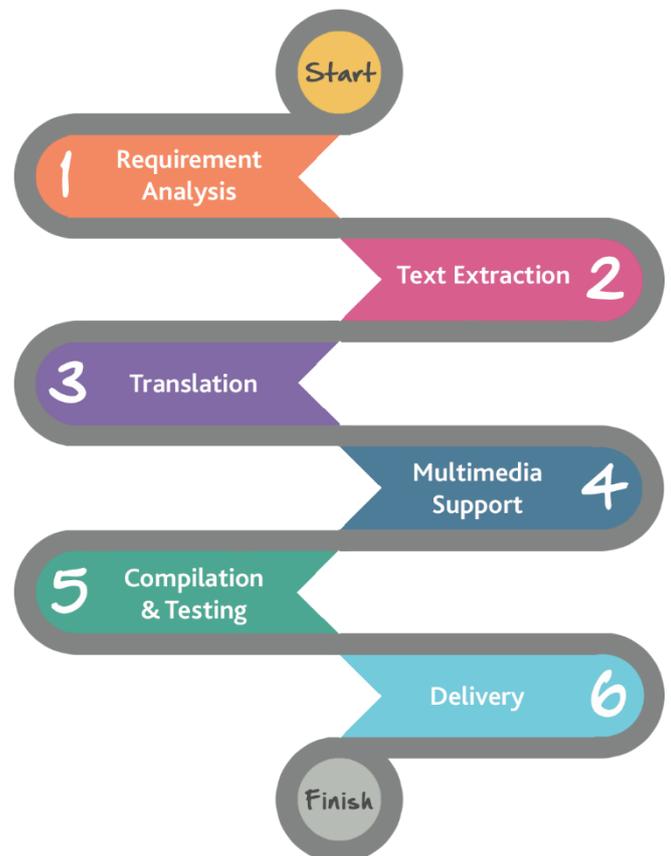
Working with a vast network of professional recording studios and voice-over artists, we want to keep our clients in full control, letting them select their favourite actors that will suit the context and the audience of the project. The last step of the multimedia support includes adding any subtitling and closed captioning – this is always handled by an in-house technology expert.

Stage 5 – Compilation and testing

We rebuild the module, proofread the translated course, check that the language is correct and look for typographical errors and bugs. We also check that all interactive elements work, and that the audio and on-screen text display correctly and are synchronised.

Stage 6 – Delivery

We deliver your translated e-Learning module back to you via a secure portal or in any format you require. The modules are ready to use, wherever in the world you need them.



Tips for creating e-Learning material

Create “translation-friendly” content

Try thinking about translation when you write your source material as this will save you time and money. Keeping sentences short and eliminating any slang will certainly help.

Images without text

A picture can tell 1,000 words, so where possible – use images. However, try not to embed any text within the images. Text embedded in an image can’t be extracted and therefore needs to be re-created for each language. Try to include the text within a text box or a container.

When using any images, think about ones that will be culturally neutral, and when using metaphorical images, think about your audience. For example, using the British pound to signify money will not relate to everyone. Voice-over may be the simplest solution, as you don’t have to worry about any text.

Watch out for expanding text

Translated text is typically longer than the English source and can be problematic if the text container is not flexible. Double check your horizontal navigation bars, menus and any other text containers with limited space for expansion. Some courses are responsive, meaning the layout will adapt to the length of the text, but for others we recommend leaving extra space to allow for the expansion of text.

Minimise complex content integration

If possible, avoid complicated synchronisation between your audio and the images. Lengthy subtitles should be avoided where possible too. Keep audio and on-screen text clear and rhythmic so that this can be mirrored in the target language(s).



Localising Video Content for e-Learning

Tips and tricks for creating localisation-friendly video content

Avoid using unnecessary text in your videos

Localising on-screen text can be costly and the same effect can often be achieved using symbols and images. Try to avoid using text as an emphasis for something that is already being said in the voice-over, as you'll end up essentially paying twice for the same message.

Use plugins and third-party effects sparingly

If you need to use 3rd party effects, we recommend creating an export with everything but the text in one layer, and text animations in an editable form on top.

Provide a transcript if possible

Before we can start a video localisation project, we need to transcribe the video and prepare the script for subtitling or voice-over. Having it available can help speed this process up, so if you have a script ready, please share it with your localisation partner. If one isn't available, don't worry, our team of experts will be able to help!

Don't use too many actors

Using multiple voices throughout your course may bring variety to your content but can increase the localisation costs significantly. Using multiple actors to record a few short voice-lines will have an impact on your budget. To keep the costs reasonable, try not to use more than three distinct voices in your courses.



These are just a few tips you can follow when creating multilingual e-Learning materials. If your modules have already been created and you require localisation services, we work with skilled linguists and language technology engineers to make the process as easy for you as possible. Your dedicated Project Manager will make every project come together, no matter how big or small.

Get in touch

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