



Bee Happy™'s

CASE STUDY

A partnership with RWS Group



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OVERVIEW



RWS is one of the biggest language service providers in the world. Based on translation market research, RWS occupied 2nd position as the 100 top localization company. RWS has the spirit to help organizations remove communication barriers and help audiences worldwide.



BACKGROUND

RWS contacted us in July 2021. At that time, AI was rising, and RWS helped many big software companies train their AI. In this project, RWS shared a total word count of almost 100,000 words to be translated into Minangkabau, Banjarese, and Acehnese in just 3 months. We needed to finish all the translations and collaborate with more than 10 linguists to achieve the goal.

PROJECT DETAILS

- Service: Translation
- Field: Social and Cultural Contents
- Content-Type: Description
- Language: Indonesian and some local languages
- Volume: 100,000 words
- Duration: July-December 2021



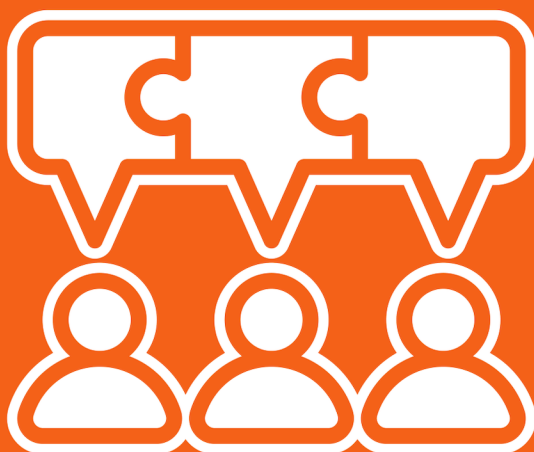
NEEDS & EXPECTATIONS



RWS sought our expertise to fulfill their translation needs. A 100,000-word project in Indonesian regional languages, RWS anticipated seamless collaboration and high-quality deliverables to meet their client's expectations.

NEEDS

RWS embarked on a transformative journey with us, seeking linguistic expertise to navigate the intricate tapestry of Indonesian regional languages, with a mandate to translate over 100,000 words of social and cultural content.



EXPECTATION

RWS envisioned a seamless collaboration with us, anticipating nothing short of excellence in the translated output. With a stringent requirement for accuracy and adherence to cultural nuances, they trusted us to deliver high-quality translations that would resonate with their diverse audience.

CHALLENGES & SOLUTIONS



Embracing the novel terrain of local language translation, our team faced multifaceted challenges, including the scarcity of linguists, intricate research demands, and inconsistency in translation.

CHALLENGES:

- **New languages:** Our team is having difficulty finding the right linguist since it's our first time facing a local language project. Every day, we must search using out-of-the-box methods to find a linguist who can work with us. In this case, also we do not have any professional translation to work on, and all the translators are newbies. At that time, the local language was infrequent, and we don't know the market rate for such services yet.
- **Complex Research:** Since the translation is about social and cultural, several words are uncommon in daily conversation. We had a struggle to find the meaning of each word.
- **Inconsistency in Translation:** We had some feedback regarding inconsistency and needed an upgradable project management system. Different translators have different preferences when choosing words. Therefore, the client required clarification when reviewing our translation.

CHALLENGES & SOLUTIONS



However, we navigated these hurdles by implementing proactive measures, leveraging community platforms for research, and refining our translator selection process, ensuring seamless project execution and client satisfaction.

SOLUTIONS:

- **New languages:** Other than trying to find the current translators for the project, we prepare some translators to support future projects.
- **Complex Research:** Our team joined a community platform to find rare vocabulary. We prefer to use the community platform to find rare vocabulary instead of doing deep research. It is because if the translator does too much research, there would be too many references for them, making it difficult for them to decide.
- **Inconsistency in Translation:** We decided to reduce some translators based on their quality and only retain the high-quality translators to work on this project.

HOW WE HELP



Our role was pivotal in supporting RWS by providing expertise in local Indonesian languages for translating social and cultural content. We enriched the project outcome and enhanced global understanding.

Here are the operating procedures:

Bee Happy helps the RWS by providing local Indonesian languages to translate social and cultural content. Bee Happy is hiring native speakers of the regional languages specifically, as well as those who know the culture of its languages well. By helping them this way, we can provide high-quality translation results. The translation is not only about word-to-word translation; we can also put the cultural sense inside it.



ACCOMPLISHMENT



Despite the challenges, we completed RWS' ambitious 3-month translation project, solidified our position as a trusted partner, and demonstrated expertise in local languages.

Result:

Although the local languages are rare, Bee Happy Translation Services successfully conducted the 3-month translation project with RWS. The Bee Happy team could provide all the regional languages that RWS needed. Bee Happy is also part of their selected vendor. Therefore, they always contact us whenever they have a local language project.



THANK YOU!



Inspired by RWS' success story?

Please reach out to us to start your journey towards an outstanding result.



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