



ALPHA



Case Story

Dynamic, innovative, flexible – and fashionable: A Case Story

When Talent and Technology get together

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At Alpha, it's about listening to clients, assessing their particular needs, designing solutions, and creating the best team. In this particular case: a multilingual team that is knowledgeable about fashion, familiar with the brand's image and voice, and available whenever needed. Before a fashion show, that might mean around the clock from Friday night...

A show like no other

This luxury fashion brand with global reach turned to us for a solution. Their world is driven by constant innovation and the fast pace that fashion dictates. With the superior quality they owe to their brand. They were facing an ever-increasing volume of translation work into the world's ten major languages for all types of materials: personalized mailings, special announcements, product descriptions, social media, training materials, corporate communication, press releases and catchy subtitles for their videos. Often with amazingly fast turn-around times. That was one side of the story. But they also had very specific requirements with regard to their twice-yearly fashion show, a top event in the industry. As content is shrouded in total secrecy and there are typically many last-minute items that need fast and accurate translation, a lot is crammed into the three days leading up to the show. With no compromise on quality, of course.

Clearly, these were special challenges that needed ingenious solutions. And as for the rest of the year, there was a continuous flow of work, often interspersed with spontaneous, urgent tasks needing one-hour turnarounds.

We knew that we could offer them a bespoke solution.

A dedicated team for a high-class brand

It was clear to us from the start that in order to guarantee top-class translations plus flexibility, availability and commitment, we would set up a team of in-house translators. A team who would devote its entire time to this one client. A team who would identify with the brand and speak and write its voice in each of the languages. Convincingly. As much of the content was highly specific, while also requiring a light and creative touch, we carefully selected and recruited linguists who had prior experience working for fashion and luxury brands.

Alpha's in-house model is an excellent match to the client's human resources requirements. In fact, we think it is the only possible solution. All the linguists work together as a team. The work is allocated and coordinated by project managers who are in constant and direct contact with the client. Translators are able to solve problems amongst each other: the French linguists might get inspired by an elegant phrase their Italian colleagues have come up with. They in turn might have a brilliant idea for a slogan that also works in Spanish. They thrive in a truly collaborative environment, conveying the brand's voice to audiences around the world.

Need for Speed: Technology and Processes

It was evident that the client's processes needed streamlining. Translation was on the critical path. Inefficiencies and overly complex processes between the client's requestors, our PMs, authors, editors, linguists and reviewers all had to be rationalized.

Luckily, Alpha was ahead of the game – as pioneers in translation technology, we had both the technological know-how and the experience to know exactly what tools to use for streamlining the process and how to go about it. In fact, we were able to provide an innovative Content Connector tool that we had developed in-house and that was ready to be deployed. Once set up, it automated a great number of admin functions, from automatically setting up projects and importing tasks, to assigning them to the translators, transcreators or reviewers, to setting deadlines, and finally to running the necessary QA checks and exporting the final files for delivery to the client.

Quality is a continuous process

And when we talk about QA checks, we don't just mean the standard spell check. Our engineers fully customized the QA step to encompass checks of the client-specific terminology, and in particular, to detect any "banned terms". All of this greatly facilitates and accelerates the process, and of course, we are constantly working on further enhancements.

One of the most visible improvements of Alpha's new automated workflow? It masterfully imports and exports the original bilingual Excel spreadsheets, completely eliminating the time-consuming and onerous task of copy/pasting text back and forth. That by itself earned Alpha a gold star from the client, who greatly appreciated the greater ease and the speed.

But we wanted to do more! We set up an Xtranslate step within the workflow, so that new tasks were checked against existing translations. Any 100% matches were locked and provided to the linguists for context only. This saved time during both the translation and the QA steps, as this content was excluded from any further processes. It prevented inconsistencies, and most importantly, freed up the linguists to focus their full attention on new content.

Flexible is the new black

The client was thrilled with the totally bespoke solution Alpha provided for them. It saves them employing in-house linguists and looking for “extras” during peak times. They can rely on Alpha’s in-house team at all times, they know we are there to support them. Even at weekends, if the schedule demands it. When needed, they can ask for a team of linguists to work on-site at their premises. In addition to the high-quality translations, they were particularly pleased with Alpha’s responsiveness and commitment seven days a week during the critical show periods. Thanks to a dedicated team of PMs and linguists who are prepared to go that extra step and who are prepared to work in a true spirit of collaboration – among themselves and with the client.

Thanks also to Alpha’s experience in translation technology and our expertise in designing bespoke workflows to suit client’s needs. All part of our five-star service.

And the best praise of all? We are still working with the client, 6 years on!

Found that interesting?

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