TRANSPERFECT

THE LEADER IN GLOBAL LANGUAGE AND BUSINESS SERVICES

LANGUAGE: English (US)

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Case Study:
Sprint Corporation

The Client

Sprint is a global communications company serving more than 26 million business and residential customers in over 70 countries. With approximately 72,000 employees worldwide and nearly $27 billion in annual revenues, Sprint is widely recognized for developing, engineering and deploying state-of-the-art network technologies, including the United States' first nationwide, all-digital fiber-optic network and an award-winning Tier 1 Internet backbone. Sprint provides local voice and data services in 18 states and operates the largest 100-percent digital, nationwide PCS wireless network in the United States.

The Challenge

Sprint realized the value of a clear, immediate and consistent message to be delivered to all its divisions and customers domestically and internationally in the local language. The goal: a global, cohesive website that speaks the Sprint brand voice in 12 languages.

The TransPerfect Solution

TransPerfect worked with Sprint's overseas offices to localize www.sprintworld.com into the following languages:

- Simplified Chinese
- Traditional Chinese
- Danish
- Dutch
- Finnish
- French
- German
- Italian
- Japanese
- Norwegian
- Spanish
- Swedish

In-country staff from local Sprint offices and Sprint partners reviewed each language in order to provide a true sense of ownership of the process to the local offices, rather than translations being pushed upon them from the overseas headquarters.

Terminology glossaries and translation memories for each language were developed. These glossaries were created from the key terminology on the English www.sprintworld.com website. These tools enable consistency of terminology across divisions and through all types of documentation including marketing material, press releases and technical documentation. A strong sense of the Sprint voice has been realized in all languages.

TransPerfect employed a centralized web-portal for submitting and reviewing all new translations, as well as keeping track of past projects. The clarity and ease of use of the portal ensures streamlined translation workflows. Flexibility to accommodate the various preferences of Sprint personnel requesting translation services is stressed as well as a minimum of disruption to the existing content management infrastructure.

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