

ALPHA

Localizing for the eLearning and training sectors

An introduction by Alpha CRC



\$370bn

**Predicted size of
global eLearning
market by 2026**

Source: Statista

\$38bn

**Predicted global
growth of corporate
eLearning market
2020-2024**

Source: businesswire

| Learning across cultures

Localizing eLearning and training content opens the door to large markets of new learners around the world.

But it is only through the delivery of high-quality, culturally relevant experiences that better learning and training outcomes can be achieved consistently across multiple markets.

Alpha CRC knows that localization plays a critical role in ensuring high levels of learner engagement across diverse target audiences. It is one of the key drivers for accomplishing core learning and training objectives such as knowledge retention, course completion and behavioural change.

Alpha CRC has in-country offices alongside its own recording and design studios to provide integrated localization solutions for many of the world's leading eLearning and training providers, including global corporations, digital learning platforms, learning and training apps, and professional development specialists.

Because, when learning and training take place on a global scale, it always pays to have local insight.

| The changing landscape of digital learning and training

As across other industries, digital transformation, mobile technologies and the internet have dramatically changed the learning and training sector over the last decade.

The ways in which learning materials are created, how users interact with them and the audiences which can access them all continue to evolve as emerging technologies, such as augmented and virtual reality, mature and become mainstream.

The opportunities for learning and training providers are huge: the development of highly engaging interactive learning environments and the global roll-out of courses and materials to name just two.

However, creating and delivering learning and training content that is equally relevant and engaging for all target users is not a standardized process. That's why many leading learning and training providers are realizing these challenges and the value of high-quality localization in responding to them.

| **The challenges of eLearning and training localization** |

Learner engagement	Graphics, symbols and imagery	Design and layout
It's crucial to take into account the impact of a wide variety of cultural, linguistic and sociological factors to ensure maximum learner impact in each market.	The cultural connotations of graphics, symbols and imagery can vary widely from market to market and may cause unintentional offence or misunderstanding if used without consideration of local context.	The volume of content may expand or contract when translating from source to target language, so it's crucial to create design and layouts that accommodate such changes.
Audiovisual adaptation	Emerging technologies	Formatting conventions
Audiovisual content is the primary basis of many modern eLearning and training programmes. Effectively localizing this using techniques such as lip-sync dubbing or subtitles requires linguistic expertise and technical know-how.	From content management systems to emerging new approaches to content delivery such as augmented and virtual reality, 21 st -century eLearning and training localization relies on the ability to work with a broad range of technology platforms.	Small details such as using the correct formatting conventions for content elements (eg. dates, contact information, currency, titles etc.) can have a significant impact on overall user experience.
Centralized strategy		
A one-size-fits-all learning strategy applied across all markets rarely offers the most effective learning outcomes for all learners.		

| **The benefits of eLearning and training localization** |

<p>Broader learning audience</p>	<p>Enhanced user engagement</p>	<p>Quantifiable ROI</p>
<p>Digital technologies have massively increased access to learning and training across diverse global markets.</p>	<p>All types of learners engage more with expertly localized content which uses the language, terminology, tone, cultural references and visual identities they most connect with.</p>	<p>Ensuring consistent levels of user engagement across different markets allows learning and training providers to quantify their ROI consistently and at scale.</p>
<p>Better learning outcomes</p>	<p>Improved brand reputation</p>	<p>Faster speed to market</p>
<p>Localization consistently improves learning outcomes across key metrics such as course completion, knowledge retention and behavioural change.</p>	<p>By optimizing the user experience across the learning or training journey, brand reputation is naturally enhanced.</p>	<p>A strategic approach to the development and roll-out of learning and training programmes ensures faster speed to market.</p>
<p>Core build, diverse final product</p>		
<p>By considering localization at the development stage, a core build for learning programmes allows for the tailoring of materials for local markets as part of the roll-out process.</p>		

| **Why choose Alpha CRC?** |

The Alpha CRC advantage

<p>eLearning and training specialists</p>	<p>Market coverage</p>	<p>Digital know-how</p>
<p>Specialist in-house teams of native-speaking linguists and subject-matter experts ensure all learning and training content is engaging, accurate and relevant to learners in each target market.</p>	<p>End-to-end eLearning and training localization across established and emerging markets across the globe.</p>	<p>Insight into how to adapt digital eLearning and training strategies for local markets taking account of user preferences and technology infrastructures.</p>
<p>Quality assured</p>	<p>Technology experts</p>	<p>Agile and scalable</p>
<p>An ISO-accredited guarantee of standards with our linguistic quality assurance (LQA) and functional quality assurance (FQA) services.</p>	<p>Expert technology and testing teams to integrate localized content seamlessly into digital learning platforms so that clients can be assured of quality while still achieving speed to market.</p>	<p>Global reach and in-house capacity means we can scale at speed and adapt to changing needs as clients require.</p>
<p>Strategic insight</p>	<p>In-house audiovisual</p>	<p>Track record</p>
<p>eLearning and training consultants work with clients to create localization strategies that align to core business objectives.</p>	<p>Industry-leading in-house studios to create, edit or adapt multilingual audiovisual content to the highest standards.</p>	<p>Experience working with the world's biggest corporations and eLearning and training providers to deliver bespoke localization solutions.</p>

What services does Alpha CRC provide?

<p>Localization</p>	<p>Translation</p>	<p>Transcreation</p>
<p>Adapting clients' strategies and content for local audiences in the most impactful way every time.</p>	<p>Quality-assured translation every time from our team of in-house specialist eLearning and training linguists.</p>	<p>The transcreation team adapts creative content so that it has maximum audience impact in each local market.</p>
<p>Linguistic and functional quality assurance</p>	<p>Design and creative</p>	<p>Audiovisual</p>
<p>ISO-certified quality assurance testing to ensure the highest standards are consistently met.</p>	<p>Design and creative solutions for all elements of eLearning and training programmes.</p>	<p>High-quality multilingual audiovisual content from in-house studios to connect with audiences around the world.</p>
<p>Project management</p>	<p>Market research</p>	<p>Consultancy</p>
<p>End-to-end project management ensures added value at every stage of the product lifecycle.</p>	<p>Expert in-country market research which offers data-rich insight into the opportunities and challenges in different regions.</p>	<p>Account directors and consultants offer strategic insight on all aspects of the eLearning and training localization process.</p>
<p>Internationalization</p>		<p>App localization</p>
<p>Ensuring eLearning and training products and platforms are easily adaptable for expansion into new markets.</p>		<p>Apps for learning new skills or hobbies are a huge growth sector – Alpha CRC offers end-to-end app localization including content adaptation, technical adaptation and user testing.</p>

| **The Alpha CRC approach** |

“From the global roll-out of employee training to the regional adaptation of eLearning apps for the leisure consumer, our focus is always about creating highly effective learning environments that are tailored to meet the needs of target users in different markets worldwide.”

- Takes the time to get to know clients and understand their markets.
- Has creative teams which immerse themselves in the culture and aspirations of each client.
- Believes in attracting and developing in-house talent as part of the specialist eLearning and training team.
- Builds long-term relationships with clients and grows with them.
- Leverages technology to create integrated solutions.
- Operates across time zones to deliver global campaigns.
- Uses KPIs to track and analyze performance.
- Is open, honest and dedicated to achieving clients’ goals.
- Goes the extra mile to make projects successful.

Clients Alpha CRC has worked with

- Adobe
- Autodesk
- Avid
- Brown Bear Books
- BMW
- Burberry
- Discovery Education
- Espresso
- GoLearnSixSigma
- Masterclass
- Mimio
- Nestlé
- NexGen
- Oracle
- Prometheus
- Schneider Electric
- Sunflower Learning
- TAUS
- University of Cambridge
- Windmill Books
- Yousician

Charlotte Virgoe, Strategic Account Director, Alpha CRC

“When localizing eLearning and training materials, you really have to get into the minds of your learners. You need to use accurate and consistent terminology, but you also need to remember that the learner may not yet know all the jargon that is associated with the subject matter. So you want to make sure you don’t overwhelm them with specialist or technical vocabulary – it’s often about striking a balance between being precise and being user friendly.”

Alexandra, German translator

The Alpha CRC story

Alpha CRC’s expertise in localization for the eLearning and training industry is built on its position as one of the world’s leading localization providers across all sectors and in all regions.

Bringing together the best in human expertise and technological solutions for more than three decades, it always works to create maximum value for its diverse range of clients – including many of the world’s leading B2C and B2B brands.

About Alpha CRC

Alpha CRC offers clients the complete set of services they need to address worldwide markets for product, content and media.

Alpha CRC employs full-time, in-house linguists and other specialist staff in its own offices, around the world. To support these operations, it uses a wide range of industry applications, which are integrated and extended through technology developed in-house.

History

Founded in 1987 by Isabelle Weiss, Alpha CRC has grown to become one of the world’s leading translation and localization companies.

Expanding from a single site in Cambridge, UK, to a global operation with 18 offices in 15 countries, the company’s fundamental ethos has nevertheless remained the same. From the start, Alpha CRC was built

around a model that focuses on localization as a collaborative undertaking in which multidisciplinary teams of in-house specialists work together to solve problems, exchange ideas and create better client outcomes.

Get in touch

Whether you have a quick query, require a detailed discussion or just want to say hello, we’d love to hear from you.

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