

CASE STUDY

# Global Aid & Relief Organization

LanguageLine translated critical information in multiple languages and formats to communicate with millions impacted by humanitarian crises.

**LanguageLine**  
Solutions®



# The importance of communication in conflict, crisis, and disaster

Our client is a leading international aid and relief not-for-profit organization, who responds to the world's worst humanitarian crises and helps people whose lives and livelihoods have been shattered by conflict and disaster. They operate worldwide, helping 26 million people annually to gain access to health care, education, sanitation, counseling, and financial support.

Translation and localization are critical to our client's work, as it is essential for their organization to communicate globally with employees, volunteers, refugees and local authorities. LanguageLine Solutions has been working with this not-for-profit organization since 2008, but in recent years, their localization strategy has become of greater importance.

## The Challenge

- Centralize spend at agreed rates
- Standardize the process
- Ensure a high translation quality

Our client mainly requires content to be translated from US English into French and Modern Standard Arabic, but as their line of work reacts to global crises and disasters, so too does their language requirements. Languages and dialects previously requested include Tigrinya, Kinyarwanda, Swahili, Amharic, French Creole, Swahili Congolese, Dari, Farsi, and Chinese.

On occasion, our client has received audio files for translation where the source language is unknown and a language detection process is required. In one case, the sound quality of the files was poor, with background noises making it difficult to identify the language. By working closely with the client and linguists, the languages within the files were eventually identified as Hausa and Babur, which aren't always easy to source in the localization world.

It's important to consider basic literacy skills in the target audience, as many people have had limited access to education. Additionally, due to the nature of the aid sector, some of our client's materials contain content around sexual violence, so it's imperative that help guides and posters are not only translated accurately, but are also understandable, resonate with those seeking help, and take care to avoid cultural insensitivities.

### Content for translation

- Corporate communications
- Educational posters
- e-Learning & training modules
- Smartphone application
- Interviews

## How We Helped

- **Style guides & glossaries**
- **Summary translation**
- **Best practice training**

LanguageLine Solutions identified that not all documents required a full translation. For certain audio files, when English was not the source language and just a general ‘gist’ was required, LanguageLine Solutions suggested using a summary transcription service, where a linguist listens to the file and provides a summary in English. This allowed our client to make substantial savings, as a summary can be done in less time and at a reduced rate.

The client’s Business Development Manager delivered a best practice training seminar at the company’s head office, advising on how to create a ‘standard’ English copy. By understanding how to create content fit for translation, the client can gain cost and time savings further down the line, as the entire process is streamlined, and less time needs to be spent querying certain abbreviations or colloquialisms.

By creating customized style guides for each project, LanguageLine Solutions’s linguists are able to apply the correct terminology, tone of voice, and abbreviations when working on translation projects for this client. In addition to saving budget and reducing turnaround times, the not-for-profit organization can also guarantee consistency in all of their multilingual materials.

A smartphone app has been developed to help refugees settle into their new life in the US. To ensure everyone could understand the information in the app, no matter their level of English, LanguageLine Solutions translated the app into Dari, Kinyarwanda and Swahili Congolese.

## The result

The combination of a summary translation service, best practice training, translation glossaries, and style guides allowed the not-for-profit organization to have more content translated within the same time frame, with greater consistency across languages, and at a lower cost. By providing critical information in multiple languages and formats, the not-for-profit organization can continue to help and communicate with those in need across the globe quickly, effectively, and within budget.



**Consistency  
across languages**



**Reduced costs**



**Quick turnaround**

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