Panera BREAD®

CASE STUDY

Translate your Articulate Rise course without hassles

Idea translations

Thirty years ago, Panera Bread started with one goal: to bake fresh bread from fresh dough every day in every bakery-café, and to be part of the community by donating what was left at the end of day to neighbors in need. ("You guys truly make a difference to be able to train our limited English-speaking associates")

Overview
In this case study, you will learn how to localize your Articulate Rise training course into any language with a simple click
- How to duplicate your course
- Get the best translation partner
- Best practices to course's updates

Challenges
A great part of Panera's workforce is Hispanic and often English is their second language. On their recent Prevention and Care in the Workplace Environment training course, they needed to make sure all associates understood this critical course, and that it was appropriate to the target audience.

It used to be that whenever organizations had to embark on the translation of a course in Articulate RISE, they thought of it as a manual and painful process. However, at Idea Translations our Articulate team has created a proven multi step process that can pretty much take the pain out of the project entirely.

What does the RISE course developer need to do? Just press the ownership button and share it with our team. Once this is accomplished, these are the next steps:

1. Our team will duplicate the course which will become the translated course.
2. We will export it in XLIFF format.
3. The translators' team will review the file, create a translation memory output, translate the course, review it, and proofread it to check not only the language, but all on screen assets and functionality, and to make sure the course is 100% ready for the target audience.
4. Finally, we will provide ownership of the translated course and voila. No pain and 100% gain.

Some of the typical issues we see in the process:
Errors can crop up if the original course content was changed without any notification to the translation team. The ideal process includes letting us know if any updates or changes are made to the original course, so we can update the translation accordingly and avoid the most common error: "translation file doesn't match this course".

Learning Insights
Even the slightest change in the original course will show up as an error. This is because translation tools do not see them as changes but rather as new content.

The good news is that once the work is completed, future translations are very easy to update. The key is to be able to track all the changes you make during the updates and share them with your translation partner. That will minimize review time and reduce costs for the translation update.

What challenges have you had when localizing a training course? We would like to hear about them. Contact us for long-term productivity and cost saving translation services.

LEARN MORE ABOUT OUR SERVICES

Contact info@ideatranslations.com

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