



Case Study

Kiehl's

THE CUSTOMER

Kiehl's, founded in 1851 in New York City, is a skincare brand renowned for its high-quality, natural ingredients. Offering a wide range of products—from face, body and hair care to men's grooming—Kiehl's is dedicated to creating effective, gentle skincare solutions. Their mission blends innovation with a commitment to the planet, using paraben-free formulas, sustainable packaging, and cutting-edge ingredients. Kiehl's is also passionate about customer education and actively supports charitable and environmental initiatives, helping customers achieve healthy skin while caring for the world around us.

PROJECT SUMMARY

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| <p>Client</p> <p>Kiehl's</p> | <p>Service</p> <p>Updates on 330 eLearning courses into 11 languages</p> | <p>Format</p> <p>eLearning</p> | <p>Subject Matter</p> <p>Cosmetic Care/Education</p> |
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OUR CHALLENGE

At the beginning of the year, we took on the significant challenge of updating Kiehl's all 330 internal training courses, a task driven by internal changes in terminology and how the company addresses its collaborators. The goal was ambitious: ensuring that all courses reflected a consistent style and the latest brand advancements, creating a learning experience that captured its new identity.

Our greatest challenge? The scale of the project, which involved updating 330 courses into 11 languages, requiring absolute precision to maintain consistency in terms and adaptability to the needs of each market. Adding to this complexity was the task of adjusting each course to the cultural and communication preferences of each region; for example, in some countries, it was necessary to translate logos and slogans, while in others, these needed to remain in the original language.



OUR SOLUTION

To ensure consistency across all courses and their respective languages, we started by creating language-specific glossaries with the most frequent terms, such as titles that appeared throughout the materials. This key step helped maintain uniformity in each version and streamlined the process. Additionally, we established clear communication within the team and with the client, informing them of any decisions that could impact the rest of the courses. We also created a shared spreadsheet for each language, detailing the status of each course to organize a clear and effective order of priorities.

We used this large-scale update project as an opportunity to further refine consistency between courses, as some had not been updated since 2020, while others had undergone multiple updates since then.

Although the project is still ongoing, the completed deliveries have been successful. The client is not only satisfied but delighted with the organization, quality, and continuous communication we maintain.

Thanks to teamwork and the professionalism of our specialists, we have exceeded expectations in this complex, large-scale project, reaffirming our commitment to excellence.



LEARN MORE ABOUT OUR SERVICES
 Contact us at info@ideatranslations.com