



Boosting User Engagement with e-Learning Localization

How Translated helped Lytx Inc. seamlessly adapt its sales courses for Spanish-speaking resellers.

The Challenge

The Lytx® Indirect Business unit was looking to increase sales in Spanish-speaking countries around the world. To do so, the company focused on boosting the performance of its Spanish-speaking resellers by reinforcing their product and sales knowledge.

Initially, Lytx attempted to address this challenge through online sales courses available in English only. The Spanish-speaking resellers displayed low engagement and encountered difficulties in completing the courses, posing a potential risk to successful sales in Spanish-speaking countries.

Recognizing the critical nature of the situation, Lytx realized that it was imperative to translate the English courses into Spanish, thus ensuring that the reseller teams understood the unique value proposition of Lytx solutions and the language required for successful sales communication.



230 MINUTES



14 LESSONS

About Lytx

Lytx is the global leader in fleet management technologies. Their solutions harness the power of video to empower drivers and fleets to be safer and more efficient, productive, and profitable so they can thrive in today's competitive environment. Through the Lytx platform, direct and reseller clients access Lytx's customizable services and programs spanning driver safety, risk detection, fleet tracking, compliance, preventative maintenance, and fuel management. Using the world's largest driving database of its kind, along with proprietary machine vision and artificial intelligence technology, Lytx helps protect and connect thousands of fleets and 2.1 million drivers in more than 85 countries worldwide.

Translated's Impact

To support Lytx in achieving its goal, Translated designed a cost-efficient workflow that leveraged a powerful symbiosis between professional native linguists with expertise in sales and fleet management technologies, and desktop publishing professionals with sophisticated AI-powered technologies. Together, they could efficiently handle the localization of every single asset of the sales course.

This perfect symbiosis between human creativity and machine intelligence allowed Lytx to receive high-quality localized e-learning courses much faster.



SUPERIOR TRANSLATION QUALITY

Translated's CAT tool enables professional native linguists to increase their productivity by leveraging the largest TM in the world and Translated's award-winning MT engine. It also eliminates redundant tasks so that translators can concentrate on what matters most: translation quality.



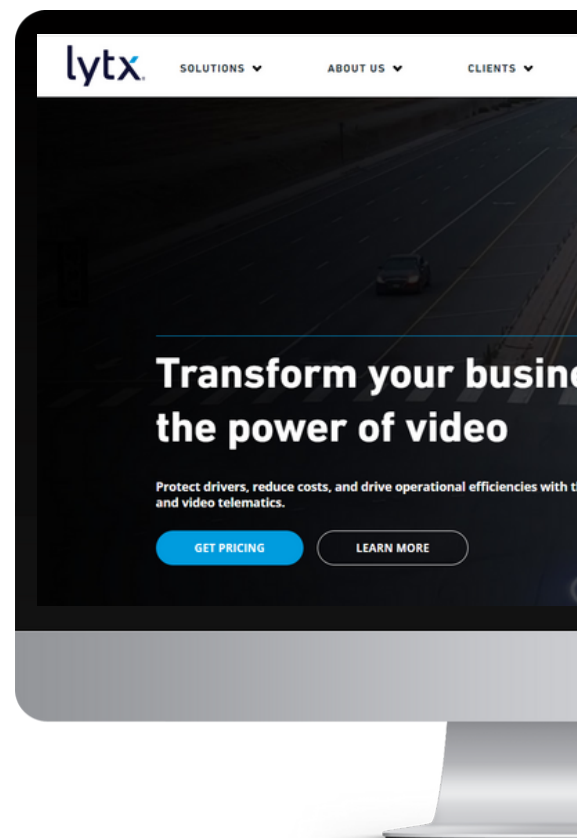
AI-POWERED VOICEOVER

Translated's AI-powered voice production tool is revolutionizing the dubbing industry, producing high-quality outputs in minutes rather than weeks. Its cutting-edge neural synthesis engine produces localized speech with authentic prosody, rhythm, and tone. As a result, AI-generated and human voices have become nearly indistinguishable. With Translated's AI voiceover services, both the cost and the time required for video localization are reduced by an impressive two-thirds compared to the expense and time associated with human voiceover.



DESIGN REPRODUCTION

Translated's desktop publishing services, performed by professional native-speaking designers, ensure that each aspect of the online sales course is perfectly optimized for the target audience, guaranteeing that every single asset is visually appealing and user-friendly for learners in their local language.



"Since translating our sales enablement program, engagement among Spanish-speaking users has increased significantly."

Ron Flynn

Senior Sales Training & Enablement Manager
Lytx

The Result

100% Increase In Course Completions

AMONG SPANISH-SPEAKING RESELLER TEAMS

The high-quality localization into Spanish aided in boosting course engagement among Lytx's Indirect Business Unit, leading to an elevated state of preparedness among resellers and ensuring they were better equipped to achieve their sales goals.



RON FLYNN

SENIOR SALES TRAINING & ENABLEMENT MANAGER

"Translated completed our Spanish courses in a high-quality, timely manner that was cost-effective. We look forward to increased sales as a result."

About Translated

Translated is a leading international language services provider and a pioneer of artificial intelligence that supports professional translators. The company was established in 1999 by linguist Isabelle Andrieu and computer scientist Marco Trombetti to allow everyone to understand and be understood in their own language.

In pursuit of its mission, Translated relies on a powerful symbiosis of human creativity and machine intelligence, combining 300,000+ vetted, native-speaking professional translators with an award-winning, patented, context-adaptive machine translation engine, ModernMT.

Be part of a community of visionary companies

Contacts

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Thank you