Client
Smart-home device manufacturer

Industry
High-tech manufacturing

Headquarters
California, USA

Solution elements

RWS Globalization Testing

Delivering functional and linguistic excellence – globally

As the number of smart products we rely on in our daily lives grows, so does the importance we attach to the user experience.

Our patience for poor functionality, devices that take hours to master or products with linguistic bugs is waning fast.

In its home market, this leading smart-home device manufacturer has built a reputation for producing devices that are simple to understand, functional and deliver an all-around great user experience. So when they first released their products globally, they wanted to ensure they lived up to this reputation in every new market.

This meant that functional and linguistic testing had to be conducted in many different languages. Only then could they be sure that every language-specific version of their devices worked as they should. Plus, high-quality products reduce support costs and help maintain brand reputation – excellence and reliability – in each target market.

They were already successfully completing this testing in-house with a team of three testers. But with volumes and language sets increasing, it was hard to scale up their internal testing team to match demand.

But they did not want to increase headcount, handle recruiting or manage resources once they were hired. In addition, reviewers needed to be in secure facilities since the products were not yet released to the public.
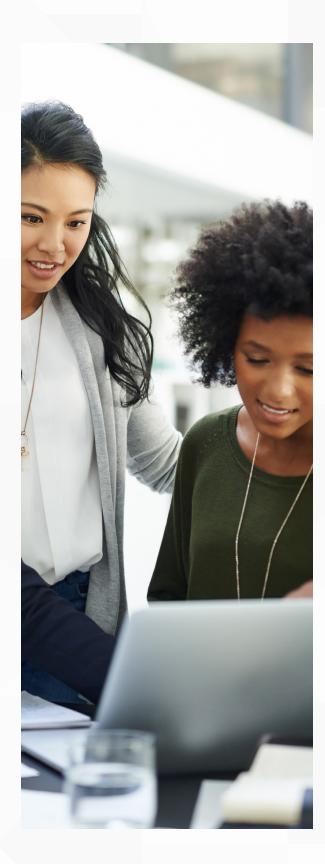
RWS

Driving excellence

After the manufacturer turned to RWS for globalization testing help, the first step was to gather information about their objectives and requirements. RWS then recruited native speakers of the target languages who possessed both testing experience and familiarity with home security products. Dedicated resource managers built the team quickly, hiring ten testers and one test lead to cover nine markets and seven languages in just four weeks.

The testing took place in one of the many secure testing facilities that RWS has around the world. Together, RWS and the client agreed on key performance indicators and productivity targets. They adapted English testing plans and scripts to work for the localized languages, and implemented a bug-tracking system for managing changes.

Lastly, RWS established very close collaboration and quickly became an extension of the client's team: speaking frequently to their engineers to simplify project communication and eliminate lag. The RWS test lead worked very closely with the client's testing programme manager: the two were often found working side-by-side in the testing facility, deeply engaged in resolving testing issues.

Why RWS

- Conveniently located testing facilities around the globe

- Robust resourcing engine for quick qualification and hiring

- Comprehensive testing programmes including test plan development

- Commitment to programme-level quality and productivity metrics

- Ability to investigate and implement unique solutions to client challenges

- Flexibility and scalability to grow with clients

Four takeaways

- Outsourced recruiting and people management can save significant time and hassle.

- Outsourced production work allows key in-house resources to take on higher-level roles.

- Testing scripts tailored specifically to target languages can help testing go faster and capture as many bugs as possible.

- Growth can only be achieved by scaling resources quickly, and an established recruiting engine must drive this.

Reaching – and exceeding – goals

As the RWS testing resources scaled and the programme entered a steady state, the client's in-house team no longer needed to conduct linguistic or functional testing themselves. Instead, this team took on higher value tasks such as managing and coordinating the work among the various international teams.
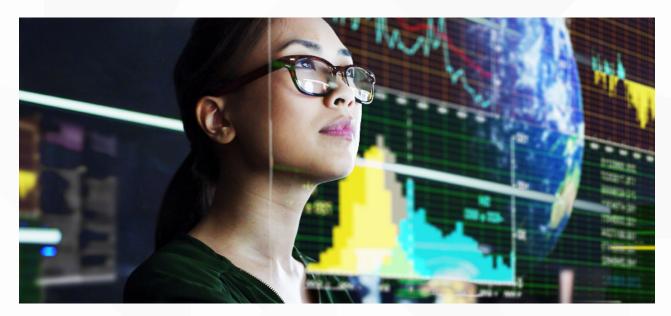
And with RWS managing the resourcing, qualifying and hiring of the testers, the client didn't have to deal with time-consuming hiring, HR and management activities.
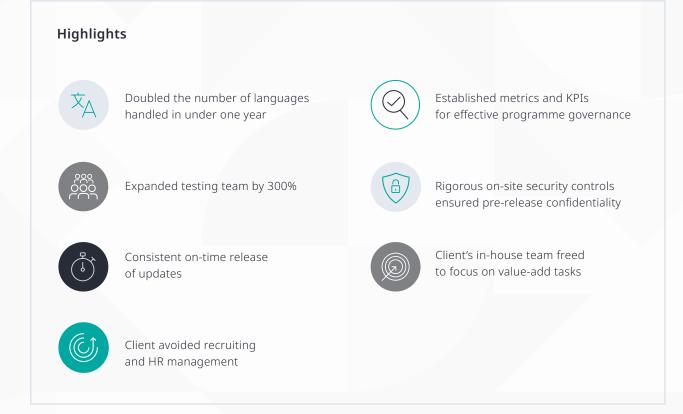
But above all, they valued the consultative, collaborative process that enabled efficient work, reduced communication issues and achieved programme targets.

One of the RWS testers even located a major functional bug in the English version that was fixed before localization. This bug would have multiplied in the localized files, causing substantial losses in terms of profits, user confidence and brand perception.

By the numbers:

- In under one year, the scope of testing was increased from three to seven languages.

- Updates were consistently released on time, with testing cycles completed in under two weeks.

- The testing team grew 300% in six months.

- Nearly 25% more bugs were caught pre-release.

Highlights

Doubled the number of languages handled in under one year

Established metrics and KPIs for effective programme governance

Expanded testing team by 300%

Rigorous on-site security controls ensured pre-release confidentiality

Consistent on-time release of updates

Client's in-house team freed to focus on value-add tasks

Client avoided recruiting and HR management

Want to learn more?

rws.com/testing

Ready to connect with one of our specialists?

Contact us

About RWS

RWS Holdings plc is the world's leading provider of technology-enabled language, content management and intellectual property services. We help our customers to connect with and bring new ideas to people globally by communicating business critical content at scale and enabling the protection and realization of their innovations.

Our vision is to help organizations interact effectively with people anywhere in the world by solving their language, content and market access challenges through our collective global intelligence, deep expertise and smart technology.

Customers include 90 of the globe's top 100 brands, the top 10 pharmaceutical companies and approximately half of the top 20 patent filers worldwide. Our client base spans Europe, Asia Pacific, and North and South America across the technology, pharmaceutical, medical, legal, financial services, chemical, automotive, government and telecommunications sectors, which we serve from offices across five continents.

Founded in 1958, RWS is headquartered in the UK and publicly listed on AIM, the London Stock Exchange regulated market (RWS.L).

For further information, please visit: **www.rws.com**