

# Global Multi-lingual compliance rollout

## The Challenge

Our client had a requirement to train all staff globally on Security compliance issues in multiple languages in multiple locations and achieve completion rates of 80% within a year of the project start date.

Of the many challenges faced with the project the principle issues were:

- No-one had delivered a group-wide e-learning programme before
- The learning needed to reach 30,000 employees distributed across more than 20 countries in 16 different languages
- The employees are distributed across more than 20 countries and do not all speak English

## The Solution

Inmarkets provided content and the LMS interface in 16 languages.

In order to make the content as accessible as possible for the global audience, the decision was made to provide end-to-end support for 16 languages – this included translating the course content, LMS portal interface, and all email communications.

## Translating the Content

The English language content was constructed in such a way as to enable all text content (including text within graphics and interactive exercises) to be exported into a single XML file to enable the translation process.

The course content was delivered as a single multi-language module, in a way that enabled learners to switch between languages. This meant that a learner could begin a course in, for example, Chinese, exit the course and then return to their bookmark in the English language version. This valuable feature provided the opportunity for learners to access the training in the business language of the client but with a safety net of reverting to their native tongue should their language skills be insufficient. It also greatly simplified the management reporting challenge since the training records relate to a single course, rather than 16 alternative versions of the same content.

Post course feedback indicated that 100% of learners agreed that being able to choose the language for the content improved the learning process.

## The Implementation

Since this would be the first experience of e-learning for many employees it was essential that the design of the LMS portal and course content provided simple and intuitive navigation. Each learner had their LMS language preferences pre-set to the language of their location. They received a welcome email in their local language providing login details. On accessing the site they had the facility, via a drop-down list, to change their language preferences to any of the 16 languages used within the group.

## Course Rollout Communication and Reminders

All email communications from the learning management system were translated into the local language. This involved the creation of template emails created for each step in the course release process and for any learner eventuality, including initial invitation email, and various reminder emails.

Once an English version of each email had been drafted, the representatives were asked to provide a translated version for their audience together with the correct contact information. Each mail was then linked to the relevant date in the course programme at which it would be automatically triggered.

To illustrate the flexibility of the communication system, a learner on secondment to another Business Unit in a foreign country could set their language preferences and receive all communication, reminders and complete the course in their preferred language.

## The Result

### Uptake of the Programme

All new joiners complete mandatory training within 30 days of joining the bank. When any new policies are rolled out, 95% plus completion rates are achieved within 30 days

The system is now leveraged by other groups such as financial control, operational risk management, IT and HR to communicate policies across the firm, ranging from diversity and equality in the work place to IT security.