

## Localising software strings in multiple languages

International Translation Resources (ITR) has recently been acquired by Capita Translation and Interpreting (Capita TI). ITR has been the translation partner of choice for Jaguar Land Rover (JLR) for many years, helping them with translation, proofreading and Quality Assurance for their industry leading Global Concern Management system.



Jaguar Land Rover is the UK's largest automotive manufacturing business, built around two iconic British car brands: Land Rover, the world's leading manufacturer of premium all-terrain vehicles and Jaguar, one of the world's premier luxury sports saloon and sports car marques.

A subsidiary of Indian automaker Tata Motors, JLR is headquartered in Coventry, England, and continues to grow from strength-to-strength all across Europe, China and North America. Jaguar Land Rover has 16 National Sales Companies and 5 Regional Offices who are responsible for vehicles in over 140 markets.

### The challenge

Jaguar Land Rover uses a complex piece of reporting software, referred to as their Global Concern Management system (GCM). This system allows JLR Retailers all around the world to report and track any vehicle concerns, which can all be viewed and followed online.

As this piece of software is used on a global scale, it was imperative for JLR to provide all of their Retailers with the system in their native languages. Reporting on any form of vehicle concern should be done so with as much detail and clarity as possible, so the added challenge of a language barrier was not an option.

In addition to this, the GCM system was undergoing software updates; changing to a menu driven approach. This meant that strings of text were effectively delivered for translation without much context, making the accuracy of translation an additional challenge.



## How we helped

With much collaboration, input and support from JLR, we were able to accurately translate all of the text strings for their GCM system into 9 languages (French, German, Italian, Spanish, Dutch, Japanese, Simplified Chinese, Russian, and Portuguese). Brazilian Portuguese and Korean were later added to the list of required languages, as a result of feedback from these markets.

In addition to translating the initial corpus of strings for the system, we now translate regular updates, whenever the system undergoes development.

Jaguar Land Rover had lots of previous experience of working with us, so knew they could rely on us for a prompt response, timely delivery and accurate translation.

## The result

The GCM software is now a key system in every JLR Retailer and it supports many Business Critical processes, including the worldwide Technical Support process.

Due to this, localisation is extremely important and contributes to the creation of accurate reports, and requests for assistance, by the end users.

The system has been established for some time now and, the fact that the majority of end-users can use the system in their own language is a key contributor towards its usability and accuracy.



## What Jaguar Land Rover said:

**“The service from ITR has always been friendly and personal. All communication and processes are done in an efficient manner – exactly my requirements when working to a tight deadline.”**

Gerry Moore, Manager - Global Technical Support, Jaguar Land Rover



Find out more at: [www.capitatrtranslationinterpreting.com](http://www.capitatrtranslationinterpreting.com)  
or contact us: [marketing@capita-ti.com](mailto:marketing@capita-ti.com)

**0845 367 7000**