

Case Study: Enhancing Corporate Training Accessibility with Professional Video Transcription & Subtitling



Client Overview

Client: GlobalTech Solutions Pty Ltd

Industry: Information Technology & Software Development

Headquarters: Melbourne, Victoria

Service Provided: English transcription, multi-language subtitling (Mandarin, Hindi, and Spanish) for corporate webinars and training modules

Background:

GlobalTech Solutions, a fast-growing IT company with over 500 employees worldwide, conducts monthly internal webinars and training sessions on product development, cybersecurity, and compliance. With a diverse workforce across Australia, India, and China, they needed multilingual subtitles to ensure consistent learning outcomes across their teams.

The Challenge

As GlobalTech expanded internationally, the company faced several challenges:

Global Workforce Diversity

Training materials were primarily in English, which made comprehension difficult for non-native speakers.

Technical Terminology

Videos contained complex IT and software-specific vocabulary that required subject-matter expertise to transcribe and translate accurately.

Tight Turnaround

New webinars were held every month, and subtitles had to be ready within 5 business days to align with training rollout schedules.

Brand Consistency

The company wanted all subtitles and transcripts to reflect their corporate tone, terminology, and branding guidelines.

Our Solution

At Australian Translation Services, our **20+ years of experience** in professional translation and multimedia localisation positioned us perfectly to handle the task.



01

Initial Consultation & Workflow Setup

We worked closely with GlobalTech's Learning & Development team to understand their training goals, preferred terminology, and formatting standards. A dedicated project manager was assigned to streamline ongoing workflows.

03

Multilingual Subtitling & Synchronisation

Once transcriptions were approved, our NAATI-certified linguists translated the scripts into Mandarin, Hindi, and Spanish. Our subtitling team synchronised each translation precisely with the video's timestamps, ensuring seamless reading flow.

02

Accurate English Transcription

Each video was first transcribed by our trained transcriptionists using industry-grade tools to ensure high accuracy. We performed a three-step verification - machine-aided transcription, human review, and final QA proofreading.

04

Quality Assurance & Formatting

To maintain professional presentation, subtitles were formatted according to corporate branding - consistent colour scheme, font, and placement. Our final review ensured there were no truncations, mistranslations, or timing lags.

05

Ongoing Partnership Model

We created a customised "**Video Translation Package**" for GlobalTech, allowing them to submit new webinar recordings monthly through our secure client portal for fast turnaround and delivery.

The Results

Improved Accessibility

All employees - regardless of language background - could now fully engage with the training content.

Increased Training Completion Rate

Post-implementation analytics showed a **25% improvement** in completion rates for multilingual teams.

Consistent Brand Voice

The terminology database we built ensured uniformity across all videos and future content.

Faster Turnaround

Our workflow reduced processing time from 10 days to just **4 days** per video.

Long-Term Partnership

GlobalTech now outsources all its transcription and subtitling needs to Australian Translation Services.

"The team at Australian Translation Services transformed how we deliver training across our global offices. The subtitles are accurate, culturally appropriate, and always delivered on time."

-Sarah Nguyen, HR & L&D Manager, GlobalTech Solutions Pty Ltd

Key Takeaways

- **Professional Transcription & Subtitling** improve inclusivity and training engagement.
- **Industry-Specific Expertise** ensures accuracy in technical terminology.
- **Multilingual Capability** enhances communication across global teams.
- **Scalable Workflow** supports recurring video production with minimal admin effort.

Looking to make your corporate training or webinars accessible worldwide?

Partner with **Australian Translation Services** - experts in video transcription, subtitling, and multilingual localisation for businesses of all sizes.

Request a Free Quote Today!

Visit australiantranslationservices.com.au or call 1300 123 456 to speak with our video translation specialists.



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