


# Case Study - Timberland

**Timberland**  Timberland is a global leader in the design and marketing of premium footwear, apparel and accessories for consumers who enjoy the outdoors.

With over 200 company-owned and franchised Timberland stores and almost 6000 employees across Asia, Canada, Europe, Latin America, the Middle East and the US, training the globally dispersed workforce is a key challenge.

To address the need for consistent training on a global scale, the company designed The Brand Advocate Training System, an in-house solution delivered through a multimedia CD-ROM. The system was used by retail and wholesale sales teams across Europe to gain in-depth product and brand value knowledge. The CD-ROM quickly became an integral part of the company's European training plan but Timberland wanted to translate and localise the CD-ROM to improve its effectiveness and usability across a range of different European cultures.

## The Challenge

To enable the ongoing and simultaneous release of accurate, localised content in French, Italian, German and Spanish

To enable the prompt communication of localised new product information to coincide with the launch of new product lines

To evaluate the effectiveness and suitability of the CD-ROM as a method of training across 4 different cultures

To carry out an extensive cultural analysis of the content to eliminate ethnocentric elements

## The Solution

Use of the Wéb-Tränslatiöns e-learning localisation process for translation and localisation of training materials in an efficient and quality controlled way

Recruitment of a dedicated team of linguists with specialized language expertise to translate the sector-specific technical terminology used

Localisation of content in French, Italian, Spanish and German

## The Results

Creation of a localised training programme to deliver consistency of values and support continuous learning across Europe

Quantifiable increases in brand awareness and product knowledge among European retail and wholesale teams

Significant increases in ease of use and user satisfaction have lead to the same training programme being localised and rolled out across Asia

The Account Manager for Timberland was Stella White.

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Want to know more?... Contact us on 01924 360460