

Global e-learning localisation and much more – Zoi places its trust in STAR

Find out how the STAR team, working closely with Zoi and using solution-oriented approaches, played a key role in successfully completing complex e-learning modules in 25 languages – read all about it in our Zoi case study



A STAR success story with Zoi

The company

Zoi is a leading AI and cloud enabler based in Stuttgart. Working alongside partners such as AWS, Google, Microsoft and SAP, Zoi is accelerating the digital evolution, most particularly in manufacturing and retail – AI-driven, business-focused and with the highest delivery culture.

With over a decade of cloud experience and more than 550 employees in seven countries, Zoi is developing innovative full-stack solutions in the public cloud. Find out more about Zoi here:

<https://www.zoi.tech/>

The starting point

Following a recommendation from Kärcher, Zoi commissioned STAR Deutschland to localise training modules for a global client. The project was remarkably complex:

- ▶ Zoi required e-learning courses in 25 target languages, including challenging ones such as Simplified Chinese.
- ▶ The project called for the translation of a wide range of information: Course descriptions, online training texts, localised screenshots, complex videos (including click-throughs), voice-over texts and UI elements.
- ▶ The large volume of content and the need to track the production steps were particularly challenging. The result was a total of over 1,000 finished individual files created from just under 50 source videos in the various language versions.
- ▶ A high degree of both cultural and linguistic sensitivity as well as strong technical expertise were absolutely essential when it came to producing precise voiceovers for the videos using AI-generated voices and creating subtitles in several languages.
- ▶ The technical adaptation to the e-learning authoring tool [Articulate Rise](#) including full UI localisation, placed special demands on the processes.
- ▶ Tight deadlines made it necessary to produce all language versions at the same time.
- ▶ The highest quality had to be ensured – through consistent terminology and, in particular, through natural pronunciation of product names and precise AI voice synchronisation.





STAR solutions

As a full-service partner for language and technology processes, we combine the best of human expertise and the latest technology to create a seamless workflow:

1. Terminology creation

STAR Deutschland began by extracting terminology from the images and course content provided by Zoi. This was then turned into specific dictionaries for each target language, ensuring terminological consistency between existing product images and any new translations. This process ensured precise terminology and consistent product names across all 25 language versions.

2. Parallelised multimedia production

STAR Deutschland localised the interface text (UI items) in the Rise courses, while specialist teams based at other STAR locations, such as Prague, worked on additional elements: Screenshots and test environments containing directories, files, and folder structures in the respective target languages were created so that the numerous videos in each language version could be recorded realistically using the appropriate sample data. This complex localisation process, the subsequent production of voiceovers for the videos as well as the rendering of the final videos with the audio tracks were all coordinated there.

3. AI voice optimisation

We used predefined AI voices with pronunciation guides to ensure that product names are correct and audio tracks precisely synchronise with the videos.

4. Integrated quality process

We operate a four-stage quality control process: from the technical review of the Rise files, through the in-country review carried out by local Zoi branches, and the subsequent final alignment of text, images and audio, right through to validation of the interactive elements.

5. Collaboration

Our collaboration with Zoi and with the STAR branch in Prague was extremely close and productive. Everyone involved in the project supported one another and worked together to find solutions. Key to our success was that we maintained regular contact and kept lines of communication open, enabling a better understanding of each other's tasks, challenges and interdependencies. Once the translations had been completed and the images and videos finalised, the content, images and videos were collated and subjected to a thorough final check. In addition, a structured in-country review process was introduced with the respective branches. Suggestions for changes to the content, videos and pronunciation could be submitted at this point. Zoi's structured approach helped keep tabs on everything at all times: The tasks and requirements were clearly defined, and working together online proved to be a major advantage.

The result

STAR Deutschland supplied fully completed e-learning modules in 25 languages within the agreed timeframe. This successful result was made possible by the following factors:

- ▶ Parallel workflows – this allowed us to achieve localisation 40% faster than with conventional methods.
- ▶ Smooth workflows – guaranteed thanks to seamless integration with Zoi's Articulate Rise environment.
- ▶ A consistent user experience – ensured by consistent UI localisation.
- ▶ Natural-sounding voice quality – achieved through optimised AI voice synchronisation.



STAR in action

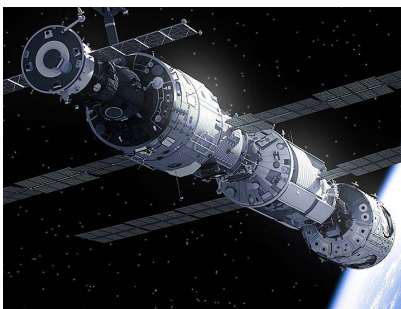
- ▶ Hundreds of individual files translated into 25 target languages
- ▶ Complex localisation requirements with test environments in 25 languages for realistic training videos
- ▶ Voiceovers and rendering of over 1,000 individual video files
- ▶ Cross-site coordination of the STAR offices in Sindelfingen (Germany), Prague (Czech Republic) and Uppsala (Sweden)
- ▶ STAR software products: STAR Transit^{NXT} and TermStar^{NXT}



“The collaboration was always cooperative and marked by a high level of dedication. Despite the very tight deadlines involved in the project, STAR remained flexible and solution-oriented at all times.”



“Visit www.star-deutschland.net to discover how we are helping more customers shape the future and see for yourself.”



KNF Neuberger

Specialised translations and in-country reviews for KNF, powered by STAR

So, how did the introduction of STAR CLM WebEdit simplify the approval process and boost customer satisfaction? Discover more about this success story.



INFICON Holding AG

STAR ensures translation quality for INFICON

How was STAR able to dramatically improve the translation quality of highly technical product texts while meeting tight deadlines? Discover more about this success story in our INFICON case study.



Mammotome

STAR's intuitive solution won Mammotome's seal of approval

How exactly did the web-based solution from STAR dramatically accelerate the multilingual approval process within Mammotome and increase satisfaction among the target markets? Find out more about this success story.