

Home Depot

The Home Depot values partnership with L10N Technology for quality translations and responsive service

The Business Challenge

Everything connected to The Home Depot is big -- more than 22 million people visit a Home Depot each week to select from 35,000 available products. With one billion transactions a year, the company's annual revenues exceed \$58 billion. Close to 300,000 employees operate 1,500 stores.

With such an extensive workforce and customer base, it should come as no surprise that when the United States-based Home Depot began to expand to Mexico, Puerto Rico and Canada (Quebec) in 1998, the home improvement retailer's need for translation services was extensive.

"Everything from training materials and operational systems to advertising and human resources information -- pretty much everything that entails running a huge retail operation has to be translated," says Juan Morales, translation supervisor for The Home Depot. "And not just any translation will do. We need high-quality translation services, with the correct idiom and cultural nuances for three different settings. We also need a quick turnaround at an economical price."

After unsatisfactory experiences with other

translation providers, Home Depot turned to L10N Technology (LT). Morales says that decision has been rewarded by a noticeable increase in quality and responsiveness.

The LT Solution

With nearly 800 distinct translation projects coming from 30 different Home Depot departments in the United States, 30 additional departments in Canada and 30 separate Home Depot suppliers, the potential for confusion and complication is great. One day LT may be asked to produce a sales catalogue or labeling for product boxes; the next day, the focus may be on a training manual for new employees or an advertising campaign for a weekend sale.

Key features of the LT process that have worked well to address The Home Depot's complexity and challenges include:

- **Designated Project Manager** - LT provides The Home Depot with a single point of contact -- and a single filter on quality -- for all of the retailer's translation projects. At the same time, Home Depot employees are free to work directly with the translation team to clarify requests and resolve any potential difficulties.
- **Service Level Agreement** - By developing a common understanding about service expectations, LT takes the customer relationship beyond the dry contract language. LT's Service Level Agreement is a living document that guides interactions and builds trust between the two companies.

- **Flexible Technology** - LT offers Elcano, its Web-based localization portal, which enables efficient, 24/7 project submission and processing. And for the many Home Depot employees who prefer personal contact, LT also willingly works directly with those involved in the project -- from the time an order is placed until the translation is approved. At LT, technology is an option, not a restriction. LT also built and maintains an online multilingual glossary that is specific to The Home Depot's needs and is instantly available to all employees and vendors involved in the translation process.
- **Geographic transparency** - While The Home Depot is headquartered in Atlanta, Georgia, LT manages the company's account from New York and the translations from Montreal. By staying in constant communication, LT helps The Home Depot feel right at home, regardless of the distances involved.

The Customer Benefits

Juan Morales sees strength in the day-to-day partnership that LT is building with The Home Depot. "At the top of my list of the benefits from our relationship is responsiveness," he says. "We get a very quick response from LT on any inquiry. And I know that whenever there are special needs, LT has shown a willingness to work with us that extends all the way into upper management."

Morales remarks that among the many additional benefits of such a close partnership is the superior quality provided by LT when measured against The Home Depot's previous

translation services. The pricing structure offers The Home Depot substantial savings compared to prior vendors. And the LT process for taking projects from initiation to completion is transparent and easy to use.

But most of all, Morales emphasizes the value of constant communication, not only at the project level, but also at the management level.

"Whenever there is a challenge, we have open communication and it really feels like both the right hand and the left hand at LT know what is going on. We didn't have that before, and it makes quite a difference."

Morales, who already recommends LT to his counterparts at other companies, says he looks forward to a continuing growth in the partnership between The Home Depot and LT.

To learn more, contact us at mccgcompany@naver.com or find us on the Web at www.liontech.co.kr.