crowdin

How Harri revolutionized translations with Creative Words

[creative words]

harri

How Harri revolutionized translations with Creative Words

[creative words]

COMPANY

Creative Words

creative-words.com

INDUSTRY

Translation company

[Harri](#), a key player in the Human Capital Management (HCM) and workflow management industry, faced a common issue as it expanded internationally and work with international clients already in multiple markets. Wanting to reach various markets, the challenge was to translate app strings and weekly app updates efficiently into multiple languages. The manual extraction of strings for translation was time-consuming and resource-intensive. Harri was in search of a solution that could automate file exchange and, at the same time, provide control over the review cycle.

COMPANY
Creative Words

INDUSTRY
Translation Company

FUNCTIONALITY USED
- Crowdin CLI

KEY RESULTS
- Streamline multi-language app string translations, reduce manual workload, and ensure accurate contextual translations.

The challenge

Harri sought to alleviate manual work for both developers and project managers. Their objective was to streamline the extraction and assignment of translation strings, **ensuring the accuracy and contextual appropriateness of translations.** Dealing with multiple platforms and apps and still maintaining a consistent workflow across them added a layer of complexity to the situation.

The strategy

Seeking expertise in translation and localization services, Harri partnered with Creative Words. Acknowledging the urgency of the situation, Creative Words and Harri worked closely to devise a tailored integration solution. Through the support granted by a dedicated Solutions Architecture team, Creative Words presented Harri with various options. Both companies agreed the ultimate integration to streamline their collaboration would be an **external tool facilitating efficient communication and file exchange.**

The tool

B Creative Words and Harri agreed on the need to identify a tool that would **lessen manual efforts** and allow project managers and developers to concentrate on their core, high added-value responsibilities.

Creative Words' extensive industry expertise provided invaluable support to Harri, guiding them through the identification, communication, setup, and integration of the **ideal solution for their needs.**

Together, Creative Words and Harri selected **Crowdin**, an AI-powered localization management tool, which facilitates the localization of diverse content such as websites, mobile apps, games, and more. With 600+ add-ons and integrations, it automates localization across 100+ file formats, **ensuring seamless translation with cutting-edge technology.**

Utilizing Crowdin's CLI, an agile command-line tool, all teams would easily upload source files, monitor task progress, and download the final translations effortlessly.

The partnership between Crowdin and Creative Words enabled Harri to significantly **reduce the translation management related cost of internal staff and ensure a streamlined process for continuous localization**.

The result

In response to the challenges faced during its international expansion, Harri's collaboration with Creative Words yielded transformative results. The objective was clear: streamline the translation process for efficient multi-language app string translation, reduce manual workload for developers and project managers, and ensure precise contextual translations. The tailored integration solution implemented by Creative Words not only met but exceeded expectations. The pinnacle achievement was the complete automation of the file assignment and receipt process. This not only significantly reduced manual efforts but also granted Harri's team the invaluable resource of time to focus more intensely on their core responsibilities. The successful collaboration showcased the power of strategic partnerships and bespoke solutions in overcoming complexities within the international business landscape, marking a substantial milestone in Harri's journey towards global expansion.

More Case Studies:

- [How Ethereum.org Ensures Quality of Community Translations at Crowdin.](#)
- [How GrandPad translated their tablet, two mobile apps, and web portal into 38 languages.](#)
- [How SCS Software mastered localization into 47 languages and reached non-English speaking players.](#)
- [Khan Academy achieved its goal of a global classroom for millions of users.](#)
- [eXo Platform refused to wait 3 extra month until new product release due to localization](#)
- [Scaling Up: How Wildlife Studios is Localizing 27 Projects into 12+ languages with Crowdin](#)

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