



Kingfisher partners with RWS and makes significant savings on localization in core languages

The client
Kingfisher plc

Industry
Retail

Established
1982

Headquarters
London, UK

Operating in
2,000 locations in 8 countries

When you're creating a new localization program from the ground up, a strong foundation is important. Kingfisher has worked collaboratively with RWS to implement technology, drive process efficiency and improve quality.

A strategic blueprint points to a new direction

Kingfisher plc is an international home improvement company operating in eight countries across Europe. Kingfisher's retail markets include B&Q, Castorama, Brico Dépôt, Screwfix and Koçtaş. It offers home improvement products and services to consumers and trade professionals who shop in stores and via its e-commerce channels.

In 2016 Kingfisher's Group Localization Team was formed. Prior to this, each retail market managed its own localization efforts. Without a translation memory (TM) and a translation management system (TMS) in place, localization was a manual process that was inefficient and prone to quality issues, such as inconsistent terminology and product communication.

To be more effective, Kingfisher needed to implement a technology-driven strategy and find a global partner who could grow with the Group over time. For Kingfisher, that partner was RWS.

Solution elements

Language Services

Trados Enterprise

Kalcaium Quickterm

Managed Service

Constructing a localization programme

When building, it's important to have the right tools. For Kingfisher's localization programme, the right tools were RWS's translation management technologies. This reduced manual processes, allowed previous translations to be reused and automated workflows.

To further optimize processes, RWS and the Localization Team also trained Kingfisher stakeholders to use the systems themselves. Adoption rates were high thanks to RWS's user-friendly interface.

"To be able to streamline all content through the system has been one of the biggest benefits of our collaboration with RWS," said Paulina Kaszulanis, Localization Operations Manager at Kingfisher. "We are happy to have a partner who supports our continuous improvement objectives."

One example workstream involved finding efficiencies in the overall content creation process. The Localization Team worked with RWS to hold a Content Supply Workshop for key process stakeholders. The workshop was a deep dive on the cost of content, agility and scale, quality and speed to market. The teams offered recommendations for future technology solutions and best practices on creating content for localization. One of the recommendations was to transition to Trados Enterprise, the most innovative TMS technology that allows content to be better managed with connectors and APIs.

Next, RWS and Kingfisher worked together to create a localization quality strategy. To better organize and manage terminology, Kingfisher integrated the terminology management system Kalcium Quickterm, made by RWS Partner Kaleidoscope. Kalcium Quickterm enables any term that needs to be changed or discussed to be addressed in a central location—a boost for efficiency and traceability.

Kingfisher moved to the industry standard MQM quality metrics for translation quality assessment, and RWS assigned a dedicated Quality Manager to oversee the programme. This helped shift quality evaluation from a subjective to an objective process. Now, after Kingfisher's teams evaluate the translations, the work is scored using standardized guidelines and ratings. All feedback is shared with RWS's linguists to support learning and continuous improvement.

Quality is also supported by the long relationship between RWS's in-house linguists and Kingfisher.

"We have teams of linguists that have been with us since day one," says Matthew David, Head of Localization at Kingfisher. "Their historical knowledge about our content and markets has progressed over time. We benefit greatly from the team's stability."

As the localization programme expanded through RWS's Managed Service, Kingfisher added an experienced project manager (PM) to the team. With 15 years of experience and the ability to work on-site, the PM oversees workflow management, collaborates closely with Kingfisher's internal teams and educates about best practices.

Building upon what's already in place

Thanks to Kingfisher's multi-tiered approach, translation quality has significantly improved. Adopting the TAUS MQM framework in a client-specific quality evaluation, shifting to a proactive approach and encouraging regular communication between the in-country market teams and RWS's linguists have increased translation quality scores to 99.9% for some languages over time.

The TM has also significantly improved cost-effectiveness. By reusing translations, Kingfisher has reduced inconsistencies and enabled the translation of a greater volume of content more efficiently and affordably.

"Kingfisher's Offer and Sourcing strategy revolves around innovation, affordability, sustainability and efficiency," says Matthew David. "RWS helps us align with that strategy through the enhancement of efficiency and innovation in our processes, technology and communication. Leveraging from the TM has saved us a significant amount of money, helping us with content affordability. This is a testament to our mature TM strategy and long partnership with RWS."

Kingfisher's team is proud of how far the localization programme has come. "We've gone from Excel spreadsheets to Trados Enterprise, Kalcium Quickterm and API to connect to Adobe Workfront," says Diana Dampc, Localization Delivery Manager at Kingfisher. "These technologies have entirely transformed how we work today."

Internally, the team has become a centre of excellence and serves as the single point of contact for localization at Kingfisher. With a growing demand for localization, Kingfisher looks forward to leveraging RWS's expertise further and exploring new innovations, such as AI.

The team all agree that the relationships that have been built over the years are the most important part of their success.

"The best part for us is the partnership and collaboration we've experienced with RWS," says Matthew David. "What has made our teams so close is the open and honest communication—this is key to a successful, long-lasting partnership."



Key benefits for Kingfisher:

- Significant savings from translation memory
- Trados Enterprise minimizes manual work and streamlines workflows
- APIs and connectors automate tasks across Kingfisher systems and tools
- Long-term collaboration and historical knowledge of RWS language and services teams
- Quality programme and TM have improved translation quality
- Experienced RWS project manager on-site

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About RWS

RWS Holdings plc is a unique, world-leading provider of technology-enabled language, content and intellectual property services. Through content transformation and multilingual data analysis, our combination of AI-enabled technology and human expertise helps our clients to grow by ensuring they are understood anywhere, in any language.

Our purpose is unlocking global understanding. By combining cultural understanding, client understanding and technical understanding, our services and technology assist our clients to acquire and retain customers, deliver engaging user experiences, maintain compliance and gain actionable insights into their data and content.

Over the past 20 years we've been evolving our own AI solutions as well as helping clients to explore, build and use multilingual AI applications. With 45+ AI-related patents and more than 100 peer-reviewed papers, we have the experience and expertise to support clients on their AI journey.

We work with over 80% of the world's top 100 brands, more than three-quarters of Fortune's 20 'Most Admired Companies' and almost all of the top pharmaceutical companies, investment banks, law firms and patent filers. Our client base spans Europe, Asia Pacific, Africa and North and South America. Our 65+ global locations across five continents service clients in the automotive, chemical, financial, legal, medical, pharmaceutical, technology and telecommunications sectors.

Founded in 1958, RWS is headquartered in the UK and publicly listed on AIM, the London Stock Exchange regulated market (RWS.L).

For further information, please visit: www.rws.com

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