

Case Study - Cadburys Schweppes



Cadbury Schweppes are a market leading, globally recognised company producing confectionary and beverages in almost every country worldwide.

Cadbury Schweppes employs around 55,000 people across the globe and operates within five regions defined by the company. These regions are separated according to their global functions and each function works to implement Cadbury Schweppes' goals and priorities in each marketplace. Ensuring continuous innovation, staff motivation and long term success is recognised as a part of the culture. Staff satisfaction is key to success.

Wéb-Tränslatiöns translated key HR surveys and intranet documents for Cadbury Schweppes global intranet site. With regular updates made to the site Wéb-Tränslatiöns have successfully communicated Cadbury Schweppes values across their global workforce.

The Challenge

To communicate with Cadbury Schweppes staff globally via one website

To translate regional variations of key HR surveys into 31 languages, within 5 days

To create translations which reflect the local cultures and local work environments in each region and function

The Solution

The coordination of 62 translators by one dedicated Project Manager

Pre project research to identify qualified translators, recruit those who were approved and reserve their time for the project to commence on time

Terminology updates to all translators when changes were applied to maintain uniformity.

The use of existing client translations to maintain consistency and speed up translation turnaround

The Results

Four day turnaround on the translation of both documents into 31 languages

Further translation of HR documentation for the European and American regions

An internal HR site for measuring staff satisfaction and wellbeing, tailored to each region and function, reflecting Cadburys Schweppes' global values

Continued collaboration with Cadbury Schweppes for further translation projects

"Making International eBusiness Easy"