About CCEP: World's largest independent Coca-Cola bottler

Employees: 33,200

Revenue: €15bn

Solution:
Language Weaver® machine translation (including custom engines)

Coca-Cola Europacific Partners (CCEP)

CCEP achieve dramatic cost savings with Language Weaver machine translation

Coca-Cola Europacific Partners (CCEP) is the world's largest independent Coca-Cola bottler, with 33,200 colleagues serving 1.75 million customers across Western Europe, Australia, Indonesia, New Zealand and the Pacific.

With over 180 sites, including 79 manufacturing facilities, CCEP has a tremendous demand for translation. With increasing volumes of content and rising spend on language services, they needed to find a more efficient and cost-effective way to meet demand.

Challenges

Demand for content in a digital world is increasing rapidly – especially for multinational organizations like CCEP, who need to translate their materials into many languages.

Like many global companies, translation within CCEP had grown organically, with many language service suppliers across the organization. With increased volumes and rising costs, the time had come to take a more strategic approach to their translation spend.

Not only was managing multiple suppliers costly, but it also made it difficult to standardize the terminology and tone of voice, creating inconsistencies across the content produced.

CCEP were also looking to speed up their translations and reduce translation spend. They needed a solution that would improve consistency and quality, and where possible, automate translation processes to save time and reduce costs.

Challenges

- Multiple translation suppliers

- Lack of consistency with terms and tone of voice

- Limited use of automation

- Translations taking too long

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Solution

Having put a lot of time and effort into understanding and defining the issues and challenges they faced, CCEP were determined to find an effective solution that would work in the real world and deliver tangible results.

They decided to work with RWS. After a three-month proof of concept (PoC) with one content team, they progressed to a digital pilot project for six months.

With both the PoC and pilot projects proving successful, CCEP moved on to a full implementation and roll-out of the solution.

They chose Language Weaver – the leading machine translation technology from RWS that can adapt and 'learn' linguistically, so results get better and better over time. Language Weaver is helping CCEP to manage the sheer volume of content in key languages across the organization. Not only does it reduce their spend on outsourced translation, it also helps ensure that their specialist terms and tone of voice are used consistently across their content and channels – no matter which part of the organization it comes from.

As with any roll-out, user buy-in is key to a successful implementation.

CCEP introduced and promoted the solution to staff, who were encouraged to take advantage of the new system. A fully customized UI of the translation platform using CCEP's brand colours and logo supported adoption by groups of users. After the successful PoC and pilot phases, further departments were onboarded one by one, and the experience, knowledge and key learnings shared.

My experience working with these tools and with RWS is simply amazing!

Elitza Dublewa-Servatius
Manager
Automated Translations
CCEP

Results

Ultimately, what defines whether a solution is a success or not is the results – did it achieve what we wanted it to?

For CCEP, the answer is 'yes'.

Language Weaver exceeded expectations and now plays a significant role within the CCEP translation toolbox and has helped CCEP tackle the large volume of content they have to contend with.

In just the first six months since going live, some 20 million words were processed through Language Weaver – compared to the 1 million words that were handled internally by human translators, and 600k words that were outsourced to translators. Translations that would take days are now done in minutes.

By using Language Weaver, CCEP were able to considerably reduce their translation costs and turnaround times – multiplying translation throughput and volumes and doing more for less.

With the right translation tool in their hands, CCEP's internal team can now easily cope with much higher volumes. Indeed, nearly two thirds of the total volume of translation work is now managed and processed internally (with little or no noticeable increase in time spent on translation) – plus of course the dramatic drop in the need to outsource translation work.

Results

- Over 50% of total translation volume now processed by MT

- Over 20m words translated with Language Weaver in first 6 months

- Faster translation – minutes not days for simple jobs

- High-quality MT – resulting in fewer complaints than before

- Increased consistency of terminology and tone of voice

Perhaps the biggest concern that CCEP had with the move to machine translation was the quality of the output. The quality achieved for many of the teams using Language Weaver has been positive – especially for the languages where the MT engines were trained. And where quality issues do arise, terms are continuously added to the translation dictionaries to ensure smoother and more accurate translations down the line. As the quality of the output from Language Weaver continues to improve, less time will be spent on post-editing and review – speeding up the translation process and reducing the cost.

Elitza Dublewa-Servatius, who is responsible for the adoption and scaling of RWS language technology within CCEP, is thrilled about the implementation of Language Weaver.

"From the beginning, we have been delivering savings and time reduction – with translation quality continually improving and end-user satisfaction increasing."

She adds, "We achieved a much higher amount of total translated words at much lower cost than initially planned."

Finally, Elitza concludes, "There are a lot of hidden benefits when using RWS translation technology. Luckily with RWS we have a partner who always opens our eyes to these additional benefits, so we really get the most out of the technology."

I definitely recommend RWS as a partner. They provide a high level of service and the technology has already proven to be hugely beneficial for CCEP.

Elitza Dublewa-Servatius
Manager
Automated Translations
CCEP

Learn more about Language Weaver.

rws.com/language-weaver

About us

RWS is a content solutions company, powered by technology and human expertise. We grow the value of ideas, data and content by making sure organizations are understood. Everywhere.

Our proprietary technology, 45+ AI patents and human experts help organizations bring ideas to market faster, build deeper relationships across borders and cultures, and enter new markets with confidence – growing their business and connecting them to a world of opportunities.

It's why over 80 of the world's top 100 brands trust RWS to drive innovation, inform decisions and shape brand experiences.

With 60+ global locations, across five continents, our teams work with businesses across almost all industries. Innovating since 1958, RWS is headquartered in the UK and publicly listed on AIM, the London Stock Exchange regulated market (RWS.L).

More information: **rws.com**

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