

### Spil Games

Long term partnership approach reaps rewards

## The benefits of an automated workflow

[Global reach](#)

Spil Games  
multilingual  
games are visited  
180 million times  
each month

### Summary

Spil Games is a leader in the online gaming industry. They host online gaming content from around the world, attracting 180 million active users to their game sites each month. Games are published in 15 languages and use a mix of traditional text and social media style content.

Games are continually published and updated, requiring very rapid translation turnaround times. High quality translation is of utmost importance due to the cultural elements involved. In this regard, the style of translation language can significantly affect the engagement of Spil Games' user community to play the games offered.

Spil Games selected Capita Translation and Interpreting as their localisation partner for a number of reasons including our commitment to providing a consistently high quality of service. We provide unique solutions to meet their specific requirements including:

- Ability to manage their end-to-end localisation requirements
- Ability to copyright, translate, transcreate and customise text for local markets
- Very rapid response and turnaround times
- Ability to measure and rate quality online and in near real-time
- Continuous cost savings through advanced TM management



## The challenge

From the start of the relationship with Spil Games it was clear that a different approach was needed to source linguists that fit their requirements; in addition to an interest in online gaming and social media they also had to demonstrate stylistic flair in their translations, which involved a significant number of evaluations.

Matching field expertise with the content profile and project requirements is something we do for all of our customers. In addition, as part of our corporate governance, Capita TI is mandated to work with the best translators through a well-defined contract framework and vetting procedure.

During the second year of the partnership, Spil Games approached us for our expertise in offering editors and copywriters for their source English content following the decision to optimise processes through outsourcing. Capita TI worked closely with Spil Games to improve the linguist pool available to the customer.

We developed a new service offering that involves very close collaboration with the in-house editing team at Spil Games, to ensure the quality of our linguists always meet their expectations. We developed a customised feedback form to monitor and improve the performance of our editors, arranged regular calls involving all parties to discuss any issues and we are now training new linguists on Spil Games' behalf.

## Measurement innovation

The need to monitor and measure quality online and in near real-time meant that Spil Games wanted an innovative approach. Using our online translation editor (SmartMATE) and working closely with Spil Games to define the requirements, our experienced IT staff were able to build in to the workflow two levels of quality check; one for individual translation segments and one for the overall translation result – the latter known as the internal client review.

The resulting solution works well for Spil Games and allows us to offer the same quality monitoring and measurement service to all our customers.

## Continuous analysis and improvement

We actively encourage liaison between the Spil Games reviewers and our linguists, be it positive or negative. On a quarterly basis we compile a report with metrics from the review cycle which allows us to identify any language which may be performing below expectations.

In addition, we have added a session during the Quarterly Review to demonstrate our CSR process, quality monitoring and we request their feedback on work to date. Capita TI has received very constructive feedback on the style they expect since we began to actively encourage their involvement in the localisation process.

## Turnaround times

In order to accelerate the process, Capita TI developed an automatic job offer system that contacts the appropriate linguists based on pre-determined job types within SmartMATE.

Consequently, when Spil Games requires a translation, their content management system sends the source file directly into SmartMATE via an API call, whereupon the translation job is created and immediately offered to the linguist pool. This removes the latency associated with traditional file management, enabling project managers to focus on delivering quality translations, rather than having to manage and filter different versions of the translated files.

All registered parties are notified on linguist acceptance of the job, which is then completed online – as are proofreading and quality assurance checks.



## Online editing

There are multiple benefits of performing translations and proofreading online:

- **Service transparency**
- **File security**
- **Improved risk management**
- **Statistical and constructive analysis**
- **Automated Translation Memory (TM) update**

This automated Translation Memory update provides continuous reduction in the overall localisation cost.

Each translation automatically populates the Spil Games TMs, which increases the chances of TM matches in subsequent translations. Whilst use of TMs is nothing new in the localisation market, where Capita TI has made a difference is that through intelligent analytics we are able to measure and report on TM-driven savings to Spil Games every quarter, an integral section of their business review and a key KPI on which to report.

This is just one example of the transparency we strive for in delivering a quality service to our clients.

## Feedback from the customer team

“Great texts and good work on the translator comments”

“The linguist did a great job considering how much text there was to juggle here. It’s obvious they have taken on board previous comments and thinking about game logic”

“Just want to say that, whoever is making the Spanish translations for the games I’m adding is doing an excellent job”



For further information on how Capita Translation and Interpreting can work with you to build a localisation solution that meets all of your requirements, contact our team today.

Find out more at: [www.capitatradingandinterpreting.com](http://www.capitatradingandinterpreting.com)  
or contact us: [enquiries@capita-ti.com](mailto:enquiries@capita-ti.com)

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