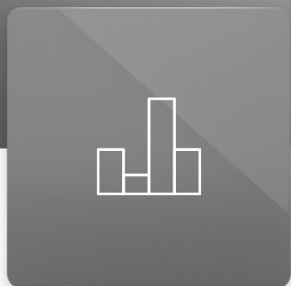# The RWS Moravia Go Global Model: Optimize

What it is

The RWS Moravia Go Global Model is designed to help brands handle the scale, complexity and speed of today's global content and product operations.

It is a modular process comprised of five phases:

Plan · Create · Localize · Engage · **Optimize**

Flexibility is key—you can start with any phase, work with your existing setup and use the combination of services that works best for you. As your localization efforts evolve, you can add and adapt services to make sure all your needs are covered.

The Optimize phase is where you go even further to improve product and content performance in all your global markets. It is about applying the insights gained from analytics and customer feedback to make a measurable impact on the business.

By using the right data, you can make incremental changes that add up to a big difference.

It is where technology takes you even further—towards a faster, better, more efficient global operation.

What this means for you

You are at the Optimize phase if:

Your content creation and localization machine is up and running, but you need it to perform at a greater speed, higher quality and lower cost.

You are only testing your English product or website and have no idea what kinds of bugs exist in other versions.

You have a few quality checks in place, but are getting feedback from your markets that linguistic problems and mistranslations are killing your brand perception.

You have lots of data collected since you launched. Now you're looking to put it to good use. A combination of research, testing, quality assessment, technology and process optimization will help you to hit the kinds of numbers you know you could be getting.

And by this stage, the competition is pretty fierce. Getting the little things right is what separates you from the rest of the market. Improvements—a better-localized product, better processes and better customer care—can all translate into better sales figures.

RWS Moravia

How it works

Here are some of the ways we can help at the Optimize phase:

> **Test consulting and planning—we can design and execute tests of your products, website, software and apps—anywhere user experience is a success factor. Our engineers create scripts, test plans and automations**
to make sure your testing drives product quality at scale.

> **User Experience (UX) testing—UX testing shows you how people interact with your product or content and gives you actionable input on how to alter designs for maximum impact.**

> **App testing—glitches or linguistic errors in your app negatively impact customer experience. Our app testing and emulator scripting services help you get high-quality, bug-free and engaging apps to market faster, all over the world.**

> **Quality program consulting and strategy—we work with you to develop quality standards, processes and tools based on an understanding of varying quality needs for different regions and content types. And then we help you roll them out company-wide so you can deliver clear, consistent and accurate content localized for every market.**

> **Localization and linguistic testing—we help you deliver an excellent experience everywhere by using in-context translation for accuracy. Then we use localization testing to check for formatting problems and other bugs that may have been caused during the process.**

> **Functional testing—we find and fix functional issues before the product is launched, saving you embarrassment and costly corrections.**

> **Conversion rate optimization—the factors that affect conversion are different all over the world. We can help you make sure users take the actions you want them to, no matter where they are.**

RWS
Moravia
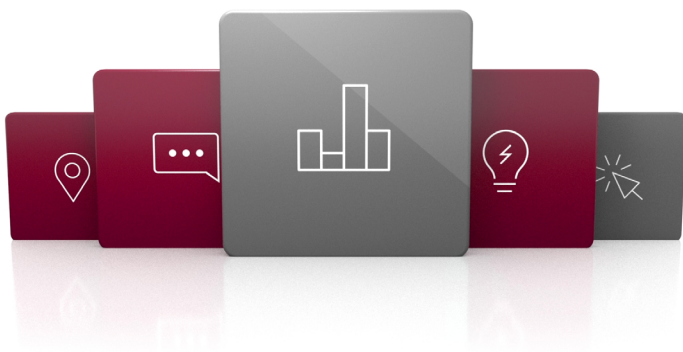
See it in action

Our client—**one of the world's largest online retailers**—expanded internationally at a lightning-fast speed. They had a home-grown Machine Translation (MT) system to try to keep up with a workload well beyond any human translators.

It worked. But…it could be better.

The raw machine translations just had too many mistakes and sounded less natural than they had hoped. Then they were struggling to analyze the content and use it to make strategic decisions, like pricing.

They needed something rebuilt from the ground up. And that was exactly what we gave them.

A more accurate MT system. A team of 38 highly experienced post-editors to keep it optimized. A streamlined approach to tasks that used to be manual.

Less work, better results. With our help, they:

> Cut 200 hours of manual tasks per month

> Achieved nearly 7.5 million words of translation in just one year

> Provided data that could further optimize pricing, quality and resourcing
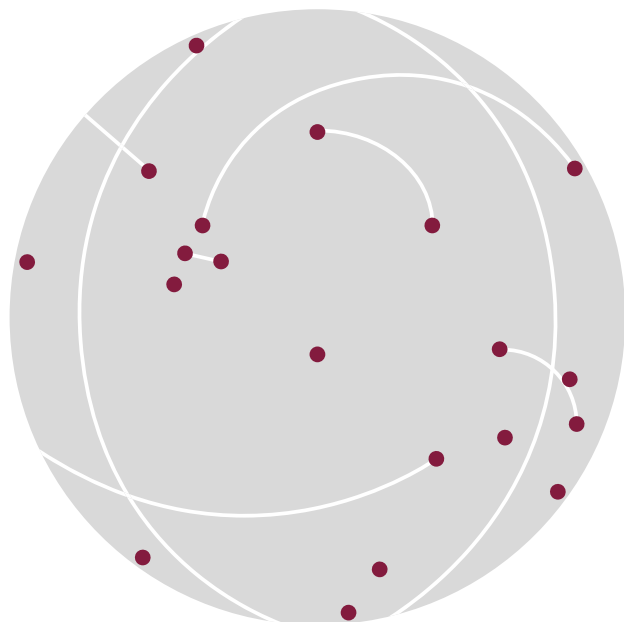
Why RWS Moravia?

We work with companies of all sizes to make sure they are taking the right steps, in the best way. The system is never 'finished'. There is always a new tool or exciting opportunity worth exploring to get even better results. And we are up to date with them all.

We work with content-driven businesses across the board, including those in:

> **Information technology**

> **Media and entertainment**

> **Travel and hospitality**

> **Retail**

> **Finance**

And we work with all the "Fab Five Tech Stocks" companies.

We know that global commerce is not just great for business—it has the power to connect people and enhance our lives.

That is why we help ambitious companies do amazing things globally.

See how the Optimize phase fits into the Go Global Model.

Ready to conquer your next market?

Get in touch with us

RWS
Moravia