

H. Case Study – Globalization of User Manuals



Client

Founded in 1938, Samsung Electronics is a South Korean, multinational electronics company engaged in consumer electronics, information technology, mobile communications, and device solutions businesses worldwide. The company develops, manufactures, and sells various consumer products, including mobile phones, tablets, televisions, and Blu-ray players.



Challenge

Samsung wanted to release a product manual simultaneously in 50+ countries in 4-6 weeks with a 0% error tolerance policy.

Hansem Global's Solution



• Team Deployment

Hansem built an in-house system comprised of technical writers, illustrators, a localization team, desktop publishers, an HTML publishing team, and a QA team to handle 50 languages simultaneously for each smartphone model.

• Customized Process

Hansem developed a customized process based on Samsung's 0% error tolerance policy to meet the challenging turnaround.



Result

Hansem Global accomplished this delivery as a major milestone which has been one of many since the beginning of the partnership formed in 1990.

Over the course of our partnership, Hansem Global has successfully delivered tens of thousands of manuals for Samsung with less than a 1% error rate annually. As of 2023, our partnership and commitment to Samsung is still going strong.

Goal

50+ languages in 4-6 Weeks

Challenge

Simultaneous shipment of product user manuals in 50+ languages

Solution

Team Deployment, Customized Processes, Technical Writer, Illustrator, Localization, Desktop Publishing, Functional QA, HTML Conversion

Result

100% delivery of product manual into 50+ languages with 0% error