

Challenges



Hansem Global, a Korean language service provider, faced the challenge of localizing Unity's million-word manual and creating a comprehensive Korean localization strategy. Additionally, the client required us to maintain quality while expanding to new content types such as videos, whitepapers, blogs, and marketing materials.

Hansem's Solution



- **Style Guide and Glossary**

Hansem developed a Korean glossary and localization style guide in collaboration with Unity Korea.

- **Assigning a lead linguist**

Hansem also assigned a dedicated lead linguist for Unity Korea and actively communicated with the client reviewer.

- **Bi-weekly sessions with client reviewers**

Bi-weekly sessions were held with the client to discuss content quality and LQA (3rd Party Review) evaluations were managed with the client.

Result



- 100% Customer satisfaction
- Expansion into multiple language services
- Unity Technologies Korea became the leader on setting localization strategies within Unity Technologies.
- Long standing partnership with the client

Thanks to Hansem Global's active participation in setting up localization strategy for Korean, the client expanded their languages to us. They also explored opportunities to provide language services in Southeast Asia through their local branch in Vietnam. The collaboration with Unity Korea resulted in a strong partnership between the two companies and successful localization of all their content. Hansem Global became a reputable language service provider with a successful track record of providing localization services to major companies like Unity Technologies Korea. They earned recognition across various Unity language offices, including Japan, as a case study for their localization strategy. Their ability to meet and exceed the client's needs led to a long-lasting relationship that continues to this day.