

H. Case Study – Coursera's E-learning Videos



Client

Coursera is an online educational service provider that offers a wide range of programs in various subjects such as humanities, medicine, biology, social sciences, mathematics, business, and computer science. The company also provides automated assessment, an intuitive instructor interface, a mobile platform, and learning analytics solutions to over 118 million users as of 2022.



Challenge

Coursera approached Hansem Global to subtitle 75 high-level courses on machine learning and programming lectures from prestigious universities such as Duke, Vanderbilt University, University of London, and John Hopkins University, among others. The content of the lectures is designed for upper-division, university-level students. These courses and lectures require a comprehensive understanding of programming languages, machine & deep learning, neural networks, data science, and fourth-industry revolution-related technologies. The challenge posed to Hansem Global was twofold - an urgent time constraint and technical difficulties.



Hansem Global's Solution

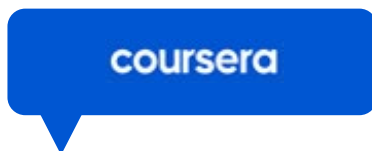
The vendor management team designed a customized and centralized vetting process to find qualified persons to be trained on the style guide specific to subtitling style and familiarization on the Translation Management System (TMS) to handle the task of subtitling 5 million words in 3 months.

To eliminate the existing low-quality translations contained in their TMS system algorithm, we migrated the projects in our TMS with our translation memory and fed the translated files with the correct encoding into Coursera's platform.



Result

Hansem Global completed the project within the given timeline and Coursera was satisfied with the quality of the translation. There was little to no feedback regarding the translation quality and since then, Coursera has been a recurring client of Hansem Global.



Language

English to Korean

Content-Type

Online Lecture

Volume

75 University Level Courses (5 million words)

Timelines

3 months

Goal	5 million words in 3 months	Streamlining the vetting & training process	Pushing our translation into the client platform
Challenge	Short & aggressive timelines and producing an accurate and high-quality translation	Vetting qualified subtitlers to manage university-level courses	Low-quality & crowd-sourced translations existed as 100% matches in the client's system
Solution	Agile and continuous project management by working in parallel with teams by using a real-time tracker	Expedited and centralized recruitment campaign	Migrating the projects into our TMS system and feeding the files into the client platform
Result	100% delivery 99.5% accuracy 100% customer satisfaction	Successful recruitment of qualified linguists 30 subtitlers 10 reviewers 5 proofreaders	Successful display of high-quality subtitles in the client platform 100% Satisfaction