Wilo Is Putting a Premium on Content

! **THE PROBLEM**

In the past, Wilo was managing terminology in a separate system, which made it difficult for content creators to stay on top of things. To ensure that published content is consistent and contains no deprecated terms, the marketing team had to check and edit all the content manually. This was not only time-consuming, but also left room for brand-damaging mistakes.

✓ **THE SOLUTION**

To create content that meets the quality expectations of a premium brand, Wilo introduced the Acrolinx platform in 2012.The software flags deprecated terms and other issues, making it easier for content creators to detect and correct them immediately. Regularly exporting terminology resources in SDL MultiTerm has also ensured the quality of translations. Overall, Acrolinx has helped Wilo improve the customer experience with standardized content while allowing the Group Marketing team to stay focused on strategic goals.

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We are a premium brand, which is now reflected in our language thanks to Acrolinx. The brand promise we make to our customers is supported by a trustworthy and professional presentation.

Eva Kerstholt
Head of Publishing and Language Services, Group Marketing

The Wilo brand is known for being on the cutting-edge of technology in the pump segment. To communicate their brand effectively, Wilo established a corporate language that explains complex subjects in a clear and uniform way. Leveraging Acrolinx software, the company succeeds in creating consistent and high-quality content in 35 languages.

Located in more than 60 countries with around EUR 1.3 billion annual revenue, Wilo is growing rapidly. As a consequence, more and more people are involved in creating content, and expectations regarding the quality of customer-facing content are on a steady rise.

When it comes to quality assurance, the single biggest challenge for Wilo is maintaining a consistent brand voice and terminology in every piece of content created in the company. In the past, Wilo's extensive terminology caused a lot of trouble when writers were using inconsistent terms.

Since there was no way of identifying inconsistencies while writing, members of the Publishing and Language Services team had to check every new piece of content manually – an approach that not only exhausted their resources, but also left room for brand-damaging mistakes.

Consistent terminology in real-time

"The problem with managing terminology manually, is that it is impossible to scale and ensure high quality in the source language," Eva Kerstholt, Head of Publishing and Language Services within the Group Marketing division, explained. "No matter how trained your eyes are, there will always be an incorrect term slipping through."

Since standardized content is an integral part of the company's customer experience and brand identity, Wilo introduced the Acrolinx solution in 2012. With integrations for all authoring tools including Microsoft Office, Adobe InDesign, and Adobe FrameMaker, writers use the Acrolinx software for

quality assurance after creating their content. Acrolinx analyzes every aspect of Wilo's content from brand terminology, style, and voice to spelling and grammar so that writers can correct issues immediately.

Terminology management combined with SDL Trados

The real-time feedback of the Acrolinx platform is based on a terminology management system Wilo uses to manage terms in up to 35 languages. In addition to deprecated terms, the database contains definitions, synonyms, and target-language terms. Users can suggest new terms or comment on existing terms, which will then be reviewed by Group Marketing staff for approval. With centralized terminology management in place and integrations for all authoring tools, Wilo can be sure that writers are always up-to-date when creating content.

Additionally, Wilo has established a workflow for translation quality assurance. As soon as a source text contains a new term, the term is added to the Acrolinx database and updated with appropriate

translations. Once a month, the latest terminology is being exported as an XML file, which is then imported into SDL MultiTerm to keep translators working with SDL Trados Studio equally informed.

Consistent content strengthens brand identity

The new workflows not only save time, but also have a positive impact on the accuracy and readability of both original content and translations. "Quality starts in the source text," said Armela Hodzabegovic, who is responsible for terminology management and translation support in the Group Marketing division.

"Acrolinx allows us to create well-written content right from the start." As a result, translations are so good that they can be published without any substantial edits.

"We are a premium brand, which is now reflected in our language thanks to Acrolinx," Eva Kerstholt added. "The brand promise we make to our customers is supported by a trustworthy and professional presentation."

More resources for strategic goals

Today, the Group Marketing team is no longer losing valuable time searching for incorrect terms but can stay focused on strategic goals.

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Joanna Schroer
Project Manager
Translations, Group
Marketing

"Overall, proofreading has become a lot less work-intensive, and we all profit from better terminology management, especially regarding deprecated terms," noted Joanna Schroer, Project Manager Translations. As information about the current terminology is always available, questions from translation agencies have become rare as well.

In the next few years, Wilo plans to extend the usage of Acrolinx to other departments, creative agencies, and international offices. At this point, content for product brochures, price documentation, and operating instructions are mostly created by German native speakers, but soon employees at the company's production sites in France, India or China might create content in English. With the scalable language technology provided by Acrolinx and its support for multiple languages, Wilo is prepared to face the challenges of international content creation with confidence.

The Company

Founded in 1872 as a copper and brass goods factory in Dortmund, Germany, Wilo has evolved from being a local specialist to a global player and one of the world's leading manufacturers of pumps and pump systems developed for heating, refrigeration, air conditioning, water supply, and sanitation. As the majority shareholder with a stake of approximately 90 percent, the Caspar Ludwig Opländer Foundation ensures the company's continuity and independence. With more than 7,300 employees at 16 production sites around the world, the company generated a turnover of EUR 1.3 billion in 2015, distributing their products through 60 subsidiaries. The corporate headquarters, which also serves as a production site, is located in Dortmund and houses about 1,000 employees.

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