

RBI Cuts Translation & Publishing Costs by 50%

Quick service restaurant group RBI's content management process entailed over 200 contributors emailing revisions. This process caused inconsistencies, high publishing costs, as well as lengthy turnaround times. Not to mention, there was no easy process to publish in multiple languages.

As an international brand, they needed to ensure employee instructions were precise, timely, and globally accessible.

By partnering with GlobalLink Vasont, RBI was able to leverage Vasont Inspire's framework for content management to drive down turnaround time from 2 weeks to 1 day. They cut translation and publishing costs by 50% and established an online review process to ensure content accuracy. Moreover, with an automated translation process managed by TransPerfect GlobalLink, they successfully manage 80 country variances, making their content easily available to their 26,000 restaurants in over 100 countries.