

Six ways to demonstrate ROI on translating global internal communications

The most popular are:

- Engagement with content by colleagues in different regions (email opens, link clicks, intranet comments)
- Improvement in communication and engagement results in employee surveys
- Increased understanding of corporate messages (pulse surveys, focus groups or employee feedback)
- Increased understanding of critical safety or regulatory messages (floor walks, spot checks and safety inspection results)
- Time to get communications issued
- Percentage of communications being issued on time in the different regions
- The value of time 'freed up' (see below) by moving to a centralised approach (if applicable)



Freed-up time

It's easy to overlook how much time was previously being spent on translations.

From the time taken by in-house translators to the hours spent managing multiple translation providers, a fragmented approach to translation can be time-consuming.

If you understand who was involved in these activities and the associated costs, you can calculate the financial rewards of switching to a centralised approach.

It may also be possible to measure the value of the activities your team are now freed up to achieve. Perhaps they can create more and better communication campaigns, spend more time on strategic plans or invest in more sophisticated digital channels? All of these will benefit overall employee engagement.

Need further help?



Interested in creating internal communications that engage and connect in every language?

[Download our free guide](#), filled with practical tips and advice. We've helped companies worldwide to connect with their workforce through multilingual comms. Now we've distilled our experience into a new guide to help you get started.



Or why not book a discovery call with us to talk through your internal communications plans and find out more about how we can help? [Click here to book a call.](#)

Speaking to your workforce in their own language can reap huge rewards for productivity and employee engagement. No matter how complex it may seem at first, we'd be delighted to discuss how we can help find your solution.