



Success Story: Sponge

Delivering fully localised, seriously creative digital learning programmes in partnership with Sponge

Sponge, multi-award winner and LPI Learning Provider of the Year Gold winner 2019, is one of Europe's largest independently-owned custom digital learning providers. The company delivers seriously creative learning solutions to a global portfolio of clients, including Coca-Cola, Toyota, Specsavers, Tesco, AstraZeneca, AXA, Tetra Pak, the NHS, Royal Mail and the United Nations. Its solutions are used in 124 countries worldwide. Impressive stuff!

To ensure that learning resonates with the audience and delivers the best possible outcomes, Sponge recognised that solutions developed for global clients have a greater impact when localised for overseas markets. In 2014, Sponge teamed up with Comtec to deliver translated and fully localised digital learning which engages their clients' people, regardless of where they are in the world.

Sponge needed more than a service provider - they wanted a partner. They specifically looked for a translation provider that matched their values, were excited about their plans for growth, would take the time to understand each project and offer best practice advice. And they wanted a genuinely friendly team of people to work with.

Sponge also needed support to speed up turnaround times and manage the (sometimes complex) review process. Thanks to our streamlined processes, use of technology and our collaborative approach, global digital learning solutions are delivered on time, within budget and exceed the quality expectations of Sponge's global clients.

The partnership

A collaborative partnership

Our shared approach to promoting a collaborative environment which encourages open communication and the exchange of ideas and information between each other, our linguists and end clients, enables Comtec and Sponge to deliver high quality, fully localised, digital learning solutions which engage learners.

Skilled translators with in-depth sector knowledge

Hand-picking and establishing translation teams for Sponge's global clients ensures the right fit for every project, based on subject area expertise and also style and tone of voice. It also ensures translation teams become familiar with terminology and style, resulting in high quality, consistent translations.

Flexible approach to meet the needs of individual projects

Working closely with Sponge to develop and adapt the market review and feedback process enables end clients to participate effectively and easily with the review process, ensuring the translated content they receive reflects their feedback and meets their requirements in terms of terminology and tone of voice.

Using technology to its advantage

Being able to work directly with exported content from Adapt and Articulate Storyline simplifies the localisation process, speeds up delivery timescales and ensures a straightforward re-build process for localised versions.



"Comtec is committed to an excellent service. They've got a good team of people; they're very flexible and approachable, and take the time to work with us in partnership. Working together in this way means that we're able to deliver the best results to our global clients."

Louise Pasterfield, Founder and Managing Director, Sponge



Your translation partner

Fast Facts

- ISO 9001:2015 certifications guarantee the highest quality standards
- Effective use of technology to deliver a streamlined, efficient process
- Voiceover, subtitling, image localisation and re-build services for a seamless process on all projects

35+ years of translation experience

An award-winning translation agency, Comtec provides fast, accurate and high-quality translations in over 200 languages. We're the trusted language partner for many leading companies who call on our expert knowledge of international business and languages to help them engage with global audiences.

