

CASE STUDY

Supporting International Research for dscout

BACKGROUND

Following the rapid growth of its [global clientbase](#), *dscout*, a remote contextual research platform that uses a mobile app to capture in-the-moment experiences and make easy-to-share insights, needed better language support.

With their app available in seven languages, dscout's studio team required not only ongoing translation of its user research guidelines and prompts but also transcription and translation of its user responses back into English for analysis.



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We are able to take on complex international research projects with confidence, knowing that we have a trusted language partner in place.

AMY CLARKE,
DIRECTOR OF SCOUT OPERATIONS AT DSCOUT



CHALLENGE

So, dscout began looking for more than just a language provider – it needed a language partner, and one with **research expertise** that could meet the unique demands of its fast-paced, often complex workflows.

Because research participants use the dscout app in a remote, unmoderated manner, a high-quality and precise translation in the local language is critical to the users’ understanding of what they are supposed to be doing and how they should respond to prompts.

The dscout research team then relies on the English translation of the responses, which participants submit in video and text, to understand participants’ ideas, thoughts, and experiences. The pace and size of the content is particularly hard to predict, so a quick turnaround is essential as is, of course, translation accuracy and the ability to work in multiple file types across languages.



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As an anthropologist and former user researcher myself, I'm committed to finding flexible options for supporting research, both in corporate and academic settings... We love partnering closely with clients to understand their goals and find the best ways to support them – and our relationship with dscout is a great example of that.

DR. JILL KUSHNER BISHOP, FOUNDER & CEO OF MULTILINGUAL CONNECTIONS

APPROACH

Multilingual Connections' background in market research paired with its customized approach proved to be the perfect solution for dscout.

“We initially chose Multilingual Connections over alternatives because Founder & CEO **Jill Bishop** comes from a research background and understood our needs with refreshing speed and empathy...From there, Multilingual Connections built a dedicated team of project managers and linguists ready to move quickly and efficiently when the first project came our way,” noted Clarke.

dscout first partnered with Multilingual Connections to translate external-facing surveys, screeners, and missions into German for mobile app research being conducted by an end-client in Germany. As a part of this same project, we translated the research participants' responses – both video and text – back into English.

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RESULTS

With that first project completed, we then helped dscout scale the translation workflow to support client research being conducted in Japanese and Spanish markets, positioning them to expand that same language process to additional markets. And because we work from the source audio language directly into English, our interpretive transcription approach cut costs and increased turnaround times for the dscout team, as well.

Now, **with a quality language partnership in place**, dscout can focus on what it does best: providing its global customers with the insights they need to grow and expand their international business.

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There is no one else we would have trusted to be as attentive and understanding. The team is quick to respond to requests, communicative during projects, and reliable on deadlines.

AMY CLARKE



KEY IMPROVEMENTS

-  Higher quality translations
-  Streamlined processes
-  Faster turnarounds
-  Short and long-term cost savings

Questions about how Multilingual Connections can help you understand, engage and grow your audience?

CONTACT US:

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Understand, Engage & Grow

