



# Welocalize Passes Terex Quality Audit with Flying Colors

## Quality/Services Case Study

The Terex Corporation is a diversified global manufacturer with net sales in the region of \$10 billion and is now the world's third largest manufacturer of construction equipment. Terex operates in 4 business segments: Terex Aerial Work Platforms, Terex Construction, Terex Cranes and Terex Materials Processing & Mining. Terex manufactures a broad range of equipment for use in various industries, including the construction, infrastructure, quarrying, surface mining, shipping, transportation, refining and utility industries.

[www.terex.com](http://www.terex.com)

## Background

In simple terms, the essential ingredient of Quality involves the formal, regular and systematic inspection of an activity, process or the whole quality system, to verify conformance (or otherwise) with documented procedures and standards.

In July 2009, Terex Construction asked to perform a full quality audit on Welocalize, preferred supplier of technical translation services to all Terex Construction sites, which are based in the UK, the US and Germany.

Terex needed to ensure that the same levels of quality applied to both service and translations were in place behind the scenes at Welocalize.

The primary purpose of the planned audit was to evaluate the process management solutions in place at Welocalize, determine deficiencies and suggest possible improvements. The audit would check practice against procedure to identify and document any differences.

*"Working with world class partners is key to Terex's strategy. The regular review of quality and adherence to processes are major factors in determining a benchmark partner,"* explains Mark McLeod, Global Head of Customer Information at Terex Construction.

## Approach

To be effective the audit needed to be pre-planned so that it covered all aspects of quality control. The audit would, therefore, cover a number of steps defined by Terex:

- Audit schedule
- Preparation and organization
- Audit execution
- Summarize results
- Prepare report
- Corrective action
- Remedial action
- Follow-up

Welocalize welcomed the audit, seeing it as a means for Terex to confirm that Welocalize's processes conformed to ISO 9001:2008 standards and were effectively implemented and maintained.

It was agreed that Terex would share its findings with Welocalize, who would take timely corrective action on any deficiencies found during the quality audit. Welocalize recognized that this may involve a review of current control methods to indicate or predict the need for corrective action. Any resulting follow-up actions would include the verification of the implementation of corrective action and the reporting of verification results.

[www.welocalize.com](http://www.welocalize.com)

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## Audit

To be effective, a quality audit (whether internal or performed on a supplier) should always include members of the organization's quality control staff. In this case, Mark McLeod (from Terex) was the auditor and Vicky Robinson, Quality Manager, was the key point of contact at Welocalize.

Mark ran through a series of specific quality-related questions, recording his observations and compliance or non-compliance regarding the activity in question.

As part of his questioning technique Mark asked probing questions, such as:

- Is it documented?
- Is it being followed?
- Is it effective?
- Can I see the report?
- What is the frequency and agenda?
- What is your policy on...?
- Do you have...?

Any non-conformities would then form part of Mark's final audit report, which would detail observations and recommendations.

## Findings

Welocalize passed the quality audit with flying colors; no corrective actions were required.

According to Mark, *"The audit process is one of the measures that has confirmed to Terex that its initial selection of Welocalize was correct. Having our publications translated to the highest possible standards is an essential element of providing world class aftermarket services to our dealers and customers. These results combined with the passion and integrity that Welocalize exhibits on a daily basis give me the confidence to aggressively promote Welocalize to the other segments of my business as a key strategic solution to their translation requirements."*

## Partnership Approach

Welocalize's account management relationship with Terex Construction includes rigorous business reviews performed with representatives from all Terex Construction client sites on a quarterly basis.

The availability and discussion of data relating to spend, savings, delivery performance, quality issues, personnel changes and service levels results in a very open and interactive two-way relationship. Mark concludes, *"The engagement of partner in lieu of supplier is very important to me. The business review process that we've introduced this year ensures that high standards are maintained in all areas of our relationship with Welocalize, and a collaborative approach to finding innovative solutions is vital to both of our businesses' needs."*