

Creating Market Savvy Manuals for Western Audiences



CSOFT Technical Communications helps Huawei create positive brand experiences through effective English technical and marketing communications across a wide variety of products and services.

PROJECT BACKGROUND

Founded in 1987, Huawei's first foray into international markets was in 1997. Since then, they have seen remarkable international success, overtaking Ericsson in 2012 to become the world's largest telecoms equipment manufacturer, with annual revenue in 2014 reaching over 46 billion USD. As they pushed further into international markets, across a wide range of products from traditional telecoms to consumer devices, Huawei came to find that their technical documentation was not accurately reflecting their strong market position.

They needed help ensuring that their manuals had clear and accurate English, but also that their document structure reflected native-English logic, allowing readers to understand the message without strain, and improving customer impressions of product quality. Huawei chose to cooperate with CSOFT's fully native-English Technical Communications team to optimize their technical and marketing content intended for global markets, in order to ensure exceptional user experience and create a highly respected brand identity.



SOLUTION

As China's only native-English technical communications and content department, our team applied their years of content development experience to improve not only the specific wording, but also the organization of content. We worked closely with stakeholders across a variety of departments and domains to optimize their existing documents. We provided insight into competitors' documentation through comparative analyses and offered recommendations on how to improve their content development processes. We also cooperated with their internal technical publishing department to create new content that meets the expectations of native English speakers.

CONCLUSION

With the help of CSOFT Technical Communications, Huawei has been able to eliminate cultural and linguistic barriers when communicating with customers and stakeholders abroad. Across many product lines and content types, they are now one of the few Chinese companies proving that "Made in China" no longer implies poor communication and after-sales service.

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