CASE STUDY · SAAS LOCALIZATION

HR SOFTWARE: CONTINUOUS LOCALIZATION FOR CANADIAN FRENCH

How a targeted localization project became an ongoing program that keeps a recruiting and HR software platform in sync for French-speaking users in Canada.

Localization | Canadian French | Linguistic QA

Client Background

The client is a cloud-based recruiting and HR software platform that helps organizations manage hiring and talent acquisition. As part of its international growth, the client needed its platform localized for French-speaking users in Canada.

The objective

Not simply to translate, but to adapt existing French-language material into authentic Canadian French that resonates with local users and delivers a seamless experience.



Project Highlights

FR → CA

Language pair

French (France) to French (Canada)

164K+

Words adapted

Approximately 164,342 words

SaaS

Platform

Recruiting and HR platform

24h–5d

Turnaround

24 hours to five business days, on a continuous model

The client managed implementation in its own localization platform. Ad Astra owned the linguistic adaptation.

Challenge & Solution

The challenge

Adapt platform content for the Canadian market while keeping the user experience consistent from screen to screen.

Canadian French adaptation

Expert linguistic adaptation of new and existing content for Canadian audiences.

Style guide creation

A dedicated style guide to keep terminology, tone, and brand voice consistent.

Linguistic Quality Assurance

LQA throughout the engagement to protect quality and usability.

Instead of translation memory or AI-assisted workflows, the project relied on expert human adaptation, the right call when localizing between closely related language variants.

Execution & Results

Once an early handoff was clarified, collaboration was straightforward, with no significant scope changes or major risks.

What drove success

- Rapid response times
- Consistent on-time delivery
- High linguistic quality
- Clear communication, including three dedicated team meetings
- Reliable project management

What the client got

- Deliveries completed on schedule
- Project delivered within budget
- No client-requested rework
- Successful linguistic QA throughout
- An ongoing relationship with continued work

From Project to Continuous Localization

The engagement has evolved into a recurring localization program rather than periodic, standalone projects.

01

Scheduled cadence

Set launch and delivery dates automatically trigger a review of the client's content streams.

02

Change detection

New and updated content is identified as soon as it lands.

03

Expert adaptation

Changes move through the localization workflow with the same quality standards.

04

Always in sync

The Canadian French platform stays aligned with the source content.

The result: faster product releases, consistent language across the platform, and far less lag between source updates and localized availability.

Business Impact & Lessons

01. Market reach

The client can better support French-speaking users in Canada and expand its product availability there.

02. A natural experience

Language that feels local and culturally appropriate improves usability and engagement.

03. Clear handoffs matter

Early alignment between client and project teams prevents administrative issues and speeds the workflow.

04. Human nuance wins

Between closely related variants, regional terminology and cultural nuance need expert human adaptation.



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Ad Astra helps software teams launch and stay current in new markets with continuous localization, expert linguists, and quality assurance built in.

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