CASE STUDY · SAAS LOCALIZATION

# WORKABLE: CONTINUOUS LOCALIZATION FOR CANADIAN FRENCH

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

Localization | Canadian French | Linguistic QA

# Client Background

Workable is a cloud-based recruiting and HR software platform that helps organizations manage hiring and talent acquisition. As part of its international growth, Workable 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

Workable 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 Workable 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 Workable'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

Workable 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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