

Case Study: Kito Crosby

Improving global internal communications post-merger with Boostlingo Events



Situation

Kito Crosby, born from the merger of Japan's Kito Corporation and the US-based The Crosby Group about a year ago, specializes in lifting hardware and provides extensive training on safe rigging practices. Melissa Ruths, the CMO, oversees traditional marketing and external customer training. As part of their integration efforts, Melissa's team has implemented Boostlingo Events for communication during all-hands meetings, improving internal communications across their global teams.

Challenge

Following the merger, Kito Crosby needed a new approach to internal communication. Their team more than doubled to 4000-people and became more multinational, with a substantial presence in Asia, Europe, and the Americas. Previously relying on virtual or in-person town halls and newsletters, the need for a better multilingual solution became evident as no single leader could address the expanded workforce that speaks more than 14 languages. The language barriers meant many employees missed out on information coming from leadership.

“Sometimes, our CEO would do a Teams call or WebEx in English. We also held in-person town halls where leaders would hit as many of the sites as possible. Despite some speaking multiple languages, no one could speak every language. We often hired local translators to accompany them, but team members missed information because the presentation and material were not in their native language.”

Melissa Ruths

Chief Marketing Officer, Kito Crosby

Challenges

- Integration of 4000-person multinational workforce post-merger
- 14+ different spoken languages
- Global internal communications
- Translating technical jargon

Solution

- Support in a variety of languages
- Human interpreters
- Translated presentations
- Language channels and chat
- Meeting recordings

Results

- Removed language barriers
- Improved understanding of content
- Expected improvement in employee engagement survey
- Expanded Global Internal Communications teams

Difficulties with live subtitles

Kito Crosby experimented with live subtitles in Microsoft Teams for internal communications, and encountered these challenges:

- **Reading Difficulty:** Large group settings made subtitles hard to read quickly.
- **Technical Terminology:** Automated translations often failed to accurately convey specialized technical language.

Boostlingo Events features

Support in 300+ languages

Add professional interpreters to your meetings and events for improved communication. We'll source the interpreters from our talent pool, which covers over 300 languages.

Human interpreters

Rely on accurate interpretation from a human simultaneous interpreter. Send glossaries and notes to improve their understanding of your business and technical jargon.

Translated presentations

Improve understanding with translated presentations. Send our team your deck and we'll translate it into the languages you need covered during your meeting.

Dedicated language channels and chat

Set up your entire workforce with an easy-to-access platform that allows them to join dedicated language channels with interpretation, translated slides, and a chat feature in their native language.

Meeting recordings

Record your meetings and sessions for people who can't make it. They can watch it later with all the language features.

Boostlingo support and account management teams

Account managers work with you to onboard and setup your event. And contact responsive and knowledgeable support staff during your event.

How Kito Crosby nails global coms

Kito Crosby's marketing team has established a system for hosting multilingual all-hands meetings using Boostlingo Events:

- **Corporate Calendar:** Initially, setting dates for all hands meetings and aligning on which languages are needed for them.
- **Event Setup:** Site leaders are responsible for local arrangements, such as projectors or individual laptops, ensuring everyone can access the event. Dates and available languages are communicated well in advance.
- **Presentation Preparation:** Efforts are made to create simple and clear content. Presentations are shared with Boostlingo a week in advance to allow time for translations.
- **Employee Evaluation:** Success is measured through annual employee engagement surveys.

"It's easy to use, not only for us setting up the content and executing the meeting, but it's also easy to use for our employees. I think that's honestly the most important thing."

- Melissa Ruths



Provided international employees with content in their language



Prevented risks of misalignment due to language barriers



Global workforce understanding and engaging in meetings

All-hands with Boostlingo Events

Melissa shared, "I feel like we're removing barriers for people understanding the content and participating. We can't force everyone to listen to everything, but we can at least do whatever we can to make the information available and accessible."

Melissa praised Boostlingo Events for its ease of use, allowing quick setup by organizers and straightforward access for attendees. The simultaneous interpretation and translation helps employees understand presentations in real-time, and the feedback on accuracy has been positive. Additionally, the support and training have further smoothed the integration process. By implementing the Boostlingo Events platform, Kito Crosby has been able to implement effective multilingual all-hands meetings to address their global workforce. They also welcomed a new member to their Communications team.