



# Global Consumer Products Leader: Driving Consistency and Cost Savings with Author-it

How a global manufacturer improved content quality, cut costs, and boosted customer satisfaction.



STAFF 25 writers + 5 linguists	REVENUE \$10b	REGION Global	AUTHOR-IT CUSTOMER SINCE 2013
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**\$3M+ annual cost savings**

Through translation cost reduction



**60-70% content reuse**

Driving efficiency



**Improved NPS scores**

From 6 to 8+



**Compliance and audit readiness**

Reducing waste and rework

## Situation & Challenge

This global consumer products leader faced mounting pressure to maintain brand consistency across hundreds of products and multiple languages. A single percentage point shift in market share for personal grooming products could mean \$108M in revenue - making content quality and brand perception critical. With 20–25 languages supported and hundreds of R&D stakeholders, the challenges were clear:

- ① High localisation and translation costs
- ② Fragmented content across print, web, and PLM
- ③ Compliance complexity and audit risk
- ④ Need for global consistency and synchronisation



Consistency across global teams used to feel impossible. Every region had its own way of doing things, and that created confusion for customers. With Author-it, we finally have one source of truth—content that’s accurate, clear, and ready for every market. It’s changed the way we work and strengthened our brand.

CCMS Expert





# Solution

The organisation needed a scalable way to standardise content creation and delivery globally while reducing costs and improving compliance. Author-it provided a structured, component-based authoring platform that transformed their documentation process. With Author-it, they achieved:

<p>M1</p> <p>Component-based authoring platform that enables structured content creation and reuse</p>	<p>M2</p> <p>Single-source publishing engine for consistent output across multiple formats and channels</p>	<p>M3</p> <p>Smart localisation - you only translate new/updated content, cutting translation costs</p>	<p>M4</p> <p>Cloud-ready architecture for scalability, security, and minimal IT dependency</p>
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Keeping costs down was critical. With Author-it, we cut translation costs by 90% and saved over \$3 million a year, while reusing up to 70% of our content. That kind of efficiency makes a real difference.

CCMS Expert



# Results & Impact

After implementing Author-it, the organisation saw dramatic improvements. Translation costs dropped by over \$3 million annually, thanks to one-time translations and high reuse rates. Net Promoter Scores (NPS) for product documentation jumped from 6 to above 8, strengthening brand perception and customer satisfaction. Compliance audits became faster and more accurate, reducing waste and rework. These changes not only improved operational efficiency but also helped the company maintain market share and deliver a consistent, high-quality experience across all touchpoints.

→ \$3M saved annually

→ 60-70% content reuse

→ NPS raised to 8+



Author-it

# Deliver consistent content worldwide with Author-it.

Book a demo



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