

NGO and Corporation Experience Map



Persona



- A national NGO is working in the MENA region.
- They have 3 language related needs to implement their strategy in the region. (1) They need digital content translated to communicate with the people they are helping. (2) They need documents translated. (3) Employees need to be fluent in Arabic to conduct in field work.
- The MENA region program director is looking for one organization to service all needs to make sure all communication is cohesive and update.

Awareness



- The NGO project manager attends a regional event and learns about NaTakallam.
- The project manager visits NaTakallam's website to find out more.

Taking Action

A screenshot of a web-based sign-up form. The form is titled "Sign up" in a blue header. It contains several input fields arranged in two columns: "Username...", "Password...", "Email Address...", "Confirm Email...", "Address...", "Zipcode...", "Phone Number...", and "Mobile Number...". Each field has a small icon representing its type (e.g., a person for username, a key for password). At the bottom left, there is a CAPTCHA question: "What does this equal? 3 + 2" with an empty input box. At the bottom right, there is a blue button labeled "Sign-up Now".

- The PM contacts NaTakallam's sales team to discuss what NaTakallam can offer.
- NaTakallam offers the PM a custom package of services to fit the NGO's needs for translations as well as their staff's language needs.
- The NGO is set up on our on-line platform.

Pairing



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- NaTakallam pairs the NGO up with our translation partners and conversation partners to complete the needed work.

Conversation



- Work is completed by our conversation partner or translation partner.

Impact Story



- The NGO is delivered perfect translation this allows them to communicate with the people they are serving.
- They hired people from the community they are serving.
- They can also add corporate messaging about their CSR initiatives.

Quotes from our Organizations

Quotes from NGOs go here.....