Empowering a Leading European Engineering Giant with Multilingual Security Awareness Content

In the fast-paced world of engineering & infrastructure, one of Europe's largest elevator and mobility solutions providers faced a unique cybersecurity challenge: delivering consistent, culturally, & contextually relevant awareness training across its highly diverse, multinational workforce.

Operating across multiple countries with employees speaking numerous languages, the organization recognized that a one-size-fits-all approach to cybersecurity awareness simply would not be very effective. In a region where compliance with strict data protection laws like GDPR is critical, ensuring every employee, regardless of language or cultural background, could understand and internalize best practices was non-negotiable.

The Challenge: A Truly Multilingual Workforce

The organization's workforce spans across major offices in London, Glasgow, Nottingham, Manchester, Dublin, Belfast, & across Scotland, with employees fluent in a wide range of languages. Previous awareness campaigns had struggled with engagement, often due to language barriers or generic content that didn't resonate with end users. Hence, the need was clear for:

• Localized training content to overcome language fatigue

• Voiceover support for Computer-Based Trainings & MP4s

• Captioning to improve accessibility and inclusivity

The Solution: PhishRod's Security Awareness Manager & Custom Content +

This is where PhishRod stepped in with a tailor-made solution, its Security Awareness Manager, featuring a rich content library of over 500 artifacts, including SCORM-compliant, multilingual security training modules. Leveraging Custom Content+, PhishRod designed and deployed awareness content with voiceovers in 8 languages including German, Portuguese, Spanish, and Chinese and closed captions or subtitles in 17 languages, such as Hindi, Arabic, Russian, and Turkish etc. Moreover, the training modules also covered topics such as remote work security, email security, and device protection ensuring the training was not only multilingual but also contextually relevant.

Key Highlights:

• Voiceovers delivered in core regional languages including German, French, Spanish, Italian, Polish, Dutch, Turkish, and English.

• Closed captions provided in 17 languages, ensuring maximum accessibility and regulatory alignment.

• Each module crafted with cultural context in mind, enhancing relatability and end user retention.

• Centralized reporting enabled the security team to track engagement and completion rates across regions.

The Result: Inclusive Engagement & Human Risk Management at Scale

The outcome was transformative. By combining localized voiceovers and multi-language captions, PhishRod helped the organization to:

• Significantly increase employee engagement rates in security awareness content.

• Align with internal diversity and inclusion goals.

• Enhance cyber readiness across multiple departments.

This initiative also laid the foundation for a broader security culture by directly addressing human risk — the most critical element in cybersecurity. By delivering contextually relevant, multilingual training at scale, the organization empowered employees to become the first line of defense, ensuring that awareness & training actively reduced human vulnerabilities across the enterprise.