



Case Study



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Section One

In the following case study, we explain how we helped one of our clients overcome the language barriers that any company who exports to multiple countries can face in communication and business. In this particular scenario, we look at our work with Zettlex and how we ensured their website was as concise and technically accurate in certain key languages as it was in English.

Client Overview

Based near Cambridge in the UK, Zettlex is divided between two sites with approximately 51 employees. Those sites consist of their global head office and their operations centre.

Zettlex is a sensors company. They manufacture sensors that measure position or speed, accurately and reliably in mission critical situations. They are part of Celera Motion – a motion control business of Novanta Inc. (NASDAQ: NOVT) and operate globally, with offices in the USA & Germany as well as the UK, and alongside a network of international agents.

Summary

Our client needed a translation partner who:

- Had highly qualified technical translators who could work with the niche and specialised subject matter.
- Could provide these technical translators for multiple languages.
- Could ensure the translations would appeal to the varied sectors into which Zettlex supply their products.
- Would help them achieve their aims and objectives they needed to receive strong engagement.

With our extensive industry knowledge through a team of project managers who take pride in the quality of their work, who deliver on time and on budget, we knew we were right for the job. We knew we could meet their expectations and the relationship took off on the right foot from day one.

Section Two

The Situation

Our client's existing website was not suitable for the foreign markets they were engaging with and was restricting how they could interact with existing and new customers. At the point of re-launching their website in 2014, they had the site translated into French and German which had a very positive effect on their brand awareness in those countries and to clients who also spoke those languages worldwide. Not only did they need to reach out to new clients, but they also needed to wholeheartedly support their German office and ensure they were communicating directly in their language.

Subsequently they acknowledged the need to connect with their Chinese, Italian, Turkish, Spanish, Russian, Japanese and Korean speaking clients as they are a global business selling to 52 countries. It was important that customers in their key markets were able to read their sales and marketing materials in their native language, with relative cultural references.

Section Three

The Solution

For our client, the website is their most important sales and marketing tool. It helps them to reach out to new clients as well as enabling them to engage with their existing client base. Their English technical white papers rank very well in Google search results and so in turn they wanted their foreign language pages to do the same.

By translating the website and the technical white papers, they would be able to sell their products and services successfully in overseas markets. To begin the project, we needed to understand their business, how they operated and what their aims and objectives were. Only then could we consider how best to help.

When clients work with us, they benefit from the extensive knowledge of our experienced and highly qualified translators as well as our meticulous project management team who review everything in infinite detail to ensure every little detail is correct and targets are met. What's more, by using our proven 'Anglia Compass' business model for this project we would ensure a successful translation every time.

This project needed handling with meticulous attention down to the very last detail. Our Anglia Compass business model would ensure that we delivered high quality translations for each section of this project, by firstly understanding Zettlex's needs and requirements and then secondly, following our proven processes to deliver the project successfully to them.

The Process

We are ISO 9001:2015 regulated, which means we follow strict processes to ensure our clients get the highest quality translation every time.

After setting out which languages were required to cover the 52 countries that Zettlex export to, we ensured that the most appropriate linguist was chosen for each language. Quality is never compromised in any service we provide, and we reviewed each stage as we went along to ensure this was the case. Where necessary we also conducted extensive market research to locate background information about the product and the sectors that it is used in, along with the end users.

The written voice that we used had to be a direct reflection of Zettlex, as such, we spent a great deal of time ensuring we understood the English content accurately to ensure the ethos and values of the company were echoed in the translated copy.

It was paramount to get the tone and language of the translations correct, even in the essence of 'formal' and 'informal' so it would be well received by the targeted audience. We had to have a complete understanding of the end user; B2B, B2C, distributors or internal communications. Terminology can be bespoke to each industry and so we had to be aware of in-language content required from each of the sectors that our client works with.

Following our thorough research, the translation work began. We also used our Translation Memory software to ensure consistency and accuracy, as well as saving time and money for our client. The translation memory software allowed us to analyse the original content for repetitions or matches from previous translations. Once we had analysed the content and understood the context, our project managers selected the most appropriate translators from our accredited translator database.

Because we are ISO 9001:2015 certified, we have tried and tested methods of translating to the highest standard. We only use human translators and as a company we do not make use of machine translation. Prior to delivering the translations, there were various levels of checking that were carried out to ensure consistency as well as checking that the formatting coincided with the original template.

Zettlex

The Result

As a result of our continued relationship with Zettlex, we have provided translations for nine language versions of their website. This has resulted in increased traffic to their website of more than 200,000 visitors in 2018 and in turn it has massively improved their website enquiries and sales from their e-commerce shop.

It has also improved their brand awareness and sales from key global markets, which they believe would not have otherwise been tapped into.

Their feedback to us is that we are a professional service provider that delivers on promises, provide a proactive team to work with and produce high quality translations.

Takeaway

Our core belief is that translation is a partnership between client and translation company to help sell your product or service successfully in overseas markets. The statistics speak for themselves and are concrete evidence that we have provided exactly that.