

# Translation for Retail

One of the UK's leading fashion retailers has teamed up with translation and interpreting company, Applied Language Solutions. Having already grown dramatically in the 60 years it has been established, the popular high street retailer now owns stores across the United Kingdom, the Republic of Ireland, Poland, the Netherlands, Singapore, and Cyprus. To aid with its expansion in Europe, Applied Language provided the translation services in 2007, in preparation for the launch of the new Spanish branch.

## Challenge

As preparation for the opening of the new Spanish store, the retailer enlisted the specialist translation services of Applied Language Solutions over an 8 month period. The services they required were to translate all necessary materials needed to facilitate the launch. To communicate effectively in their new location of Barcelona, all documents needed to be translated.

As the retail chain was opening a store in a non-English speaking country, the challenge was not only the new language but also the cultural issues that may arise, new laws and different tastes in fashion. To achieve the optimum success in Spain, it was imperative that the translations were 100% accurate, 100% of the time.

All translations would require English to Spanish translators but for each specific project the translation skills and experience varied and required different translators with different skill sets and experience. The materials that required translation were in the areas of:

- HR and training
- Legal
- Technical
- Point of Sale
- General business

The fashion retailer had predetermined time frames and deadlines to ensure each translation project was inline with the launch date for the store opening. As with most projects, the deadlines changed throughout the process and those translation completion dates close to the launch date became more restrictive. Therefore new deadline dates with a shorter turnaround of translation time were agreed.

“Applied Language always ensures that set deadlines are achievable. If the deadline is extremely tight they will assign additional translators to the project to ensure the deadlines are met.”

*“We were so impressed with the quality of translations, that we recommended our advertising agency work with Applied Language on our signage.”*

## Approach

Adopting a partnership approach, Applied Language Solutions works hand-in-hand with its clients, enabling translators and project managers to build a sound and thorough understanding of clients' individual and exacting requirements, providing translation and interpreting solutions for each client's unique and particular circumstances.

Applied Language provides a unique online portal, Talkbase.net which is an invaluable tool, enabling all customers to send new projects for quotation, upload and download files and track the status of all projects at any time.

## Talkbase.net

Talkbase.net is the software that Applied Language Solutions revolves around. It was designed by internal software developers specifically to meet Applied Language's requirements and as the business has grown.

*How does it work?*

Talkbase.net is Applied Language's project work floor and all sales and project staff require it to perform their duties. The sales staff enter all new enquires into Talkbase.net and the projects team

then extract these enquires and enter them as projects which are then distributed to translators for completion. It allows customers to be actively involved in the management of their projects.

Talkbase.net also gives Applied Language the ability to dramatically increase the quality of the translation they supply as they are able to send material securely, safely and efficiently.

*How does Talkbase.net benefit the customer?*

Customers are able to:

- Access the Applied Language FTP system which allows documents to be uploaded, current ongoing projects to be collected and projects that are up to one year old to be recovered
- Request and receive online quotations for new projects with extreme ease.
- Monitor the progress of ongoing projects.
- Access and Reprint invoices.
- Create profiles of reviewers for each language.
- Solutions and Benefits

Applied Language Solutions use only professional in-country translators and interpreters, of whom they have over 14,000 on their books. These translators work in over 150 languages including all the major European, Asian, African, Middle Eastern and American languages. Additional to this, as Applied Languages regularly embark on translations for specific industries, many translators possess specialist skills and have experience which enables them to carry out high quality translations.

*Translation for HR*

Most of the translations were for HR and training materials which consisted of HR Advertisements, interview materials, training presentation and welcome pack for all new staff. The assigned translators all had HR and training & development experience but also had knowledge in both business and retail. This ensured that each translator was completely familiar with the terminology used throughout the documents. Once the translation of each document was complete, it was then possible for the retailer to recruit and train the most suitable staff effectively ensuring they have the right people in place to drive the store forward.

Due to the legal content in the employment contracts, for retail and security staff, the assigned translator required experience in both business

and legal translations. The technical translations consisted of till information and manuals requiring an English to Spanish technical translator and finally, all point of sale material were translated successfully by a translator with business and marketing qualifications and experience.

Applied Language Solutions guaranteed and delivered accuracy and high quality translation, as they only work with full time translators, with more than two years of first-rate experience of working with them. Each project is given a score between one and ten, by both the customer and the dedicated project manager, to establish what level of quality and service was achieved. Each translator must also have two references from previous translation jobs. This experience together with their qualifications and is a clear indication of quality.

“We were so impressed with the quality of translations, that we recommended our advertising agency work with Applied Language on our signage.”

***“The service was excellent!  
They were very helpful and friendly throughout the whole process. We look forward to working with them again.”***

Throughout the office opening process, the project managers and translators were provided with adequate project turnaround time. To meet the agreed deadlines, Applied Language always engage in regular communication with the customer, enabling the project manager to gather all vital information needed for each individual translation project.

This regular communication helps to prevent any problems that may occur during the process and ensure they are fully aware of any changes at the earliest date possible. When approaching the store opening date, the deadlines became much tighter but the regular contact gave Applied Language’s project management enough time to deliver the translated product. From the moment the files are upgraded, the assigned project manager ensured the project ran efficiently. From the smooth transfer of the documents, to the selection of the skilled translator, right up until the customer received the high quality translations.

**For a free quote visit [www.appliedlanguage.com](http://www.appliedlanguage.com)  
or call our UK office on +44 (0)870 367 7000 or  
our US office on +1(800) 579 5010**

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