


## Customer Update

### Autumn 2009




Despite the gloomy news from the financial press, our customers seem to be weathering the recession rather well, and we're surprised to be doing even more commercial work than usual. And with the steady stream of translating and interpreting from law firms, we're keeping much busier than expected. Herewith news of what's been happening at ABC Translations...

#### Translating & Interpreting

Usually our translations are carried out in MS Word or Excel, but for a change we had an MS Access database for an online assessment to go into Russian – 25,000 words, complete with html switches and other coding, some of which had to remain untouched, and some of which needed to be translated. A complicated piece of work which was very fiddly to translate and required close and detailed checking, but our translator Lena did a marvellous job, and it was very satisfying to see it go live online.

As well as the general increase in commercial jobs, there's been a definite uplift in work from design companies, as businesses try to beat the downturn by advertising their products and services overseas, both in print and via multi-language websites. Don't forget that if you need prices for an assignment, you can contact us by email for a free quotation for either translating or interpreting direct from the website. And, of course, we're still on the end of the phone if you'd rather speak to us in person.

#### Website



We are continuing to add new language pages – information about different languages, their alphabets, countries of origin and other interesting snippets – but we've also been beaver away over the summer to improve the website. You can now browse through details of our services in French, Spanish and German as well as English, and we've added an extensive FAQ section plus case studies of some representative assignments, although we have, of course, maintained our usual complete client confidentiality. We'd be delighted if you'd take a look and let us have any feedback on the layout or content – you can find us at [www.abc-translations.co.uk](http://www.abc-translations.co.uk).

#### Translators and Interpreters

Because of the excellence of our freelancers, we've recently instigated a Translator / Interpreter Certificate of Appreciation. The interpreter certificate was awarded in September to the lovely Bing Ling, for not only being highly competent and professional, but also for helping a vulnerable client through the court process, and making many phone calls to ensure that she turned up at the right venues for every meeting or hearing.



INVESTOR IN PEOPLE

In September we had our second IIP review and were delighted to pass, with even better comments from the assessor than ever before! We've put extracts from his report up on the website – it's good to know that our translators and interpreters enjoy working with us and appreciate the help we give them, as it all goes to improving the quality of the work we can offer our customers.

**Thanks for taking the time to read our update.** And we'd urge you to let us have any feedback that you can on our website or services– it's an invaluable tool in our efforts to provide the kind of service you need and expect.

**Julie, Alison, Sue, Michèle, Mandy and Lesley**

**ABC Translations**

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