



# Client Case Study

Speaking your customer's language<sup>SM</sup>



After a nationwide search, ING selected LanguageSpeak to reinvent their translation process nationwide for the US Hispanic market. LanguageSpeak performed a thorough review of all processes and delivered major efficiencies.



- Implemented neutral Spanish that effectively targets full US Hispanic audience rather than specific country origin
- Created language consistency by revising glossary of business terms
- Reduced the Company's per translation cost by 30%
- Assigned project manager to ensure quality control for each project
- Utilized LanguageSpeak proprietary tools to facilitate translations, and reduce the turn around time
- Delivered cost-efficient translations with a higher quality end result, that is sensitive to the Hispanic culture





## CONTACT INFORMATION

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### LanguageSpeak Speaking Your Customer's Language

LanguageSpeak is a truly client driven company with project managers, translators, proofreaders and editors experienced in managing projects of all sizes and in meeting client turnaround requirements even for the largest projects. Contact us today to discuss your language service needs.

LANGUAGE SPEAK