

# CAPITA



Make yourself heard

*in any language*



Translation and interpreting

Capita

## Translation and interpreting

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### Introduction to Capita

Are you really getting your message across to your customers around the world? From websites and product brochures, to instruction manuals, supplier catalogues and face-to-face conversations, the words you use say so much more about you than you might think. We understand that each communication you make conveys the essence of your brand, your values and what you stand for. That's why it is so important to 'speak' in a consistent and engaging manner to all your markets.

Capita Translating and Interpreting works with you to protect and enhance your brand. We are a leading provider of language and translation services with an extensive network of fully vetted linguists. We give you the assurance that both your written and spoken words across all media allows you to confidently communicate with all your customers worldwide, no matter what language they speak.

We are part of the Capita Group, a renowned provider of technology enabled solutions and services to both the public and private sector. The Capita Group's investment, best practice methodologies and process rigour has been combined with our wealth of translating and interpreting experience. And the result? We've transformed the way we work and are stronger than ever. We have strict quality assurance and delivery policies and adhere to stringent service level agreements with each customer.

We're already working in partnership with some of the world's best-known brands and biggest public sector organisations. We empower them to quickly and accurately localise their messages and content. We give them the confidence and assurance that all aspects of their customer experience are of the highest quality across a broad range of languages.

And we can do the same for you. Our comprehensive range of proven translating and interpreting services includes proofreading, website localisation, multilingual SEO, as well as transcription and audiovisual work. We also specialise in machine translation and increasingly, face to face interpreting which is a huge growth area in the public sector.

So whoever you need to speak to and in whatever language, we can help.



Capita offers you an assured service from our experienced, well-resourced team. No matter the size or shape of your project we can help, from one-off translations to large-scale multi-stage localisation projects. We work in partnership with our customers to deliver the highest quality of service on time and on budget.

We are committed to investing in the latest technologies to streamline how we work with our customers and offer a comprehensive translating and interpreting service across more than 150 languages. Combined with more than 10 years' experience of working with a broad range of organisations worldwide, it's no wonder our customers return to us time and time again.

## Here's why our customers choose Capita:



### Cost

We offer a highly cost effective yet comprehensive service. We put quality at the heart of everything we do, but understand that cost is a key issue for many clients. We work hard to ensure that budgets are maximised without compromising professional standards.



### Speed

We know time is essential in many translation projects, so we aim to turnaround work as quickly and efficiently as possible. Our streamlined approach combined with our advanced project management tools ensures that we deliver when we promise and quality is never compromised.



### Technology

We have transformed the way we work by investing in the latest translation technologies and cutting edge techniques to give you the very best result. We can quickly and easily integrate our systems into your own technology so you receive a seamless and immediate service.



### Accuracy and assurance

Getting it right first time is paramount. We work with only the most qualified and experienced translators and interpreters, so you can be assured of the best result. We take responsibility for all of our work to give you the highest quality service. It's what sets us apart from our competitors.



### Reputation

We are here to stay. We are a stable and well-established business, backed up by the global reach and capability of our parent company Capita.



### Reach

We have access to more than 10,000 translators and interpreters worldwide to ensure we can offer the highest quality, idiomatic translating and interpreting service to all our customers.



### Partnership approach

We work in partnership with our customers rather than simply selling solutions. We care about your objectives and goals and are passionate about helping you to achieve them, for example when you're launching into new markets or countries.



### Trust

You can be confident that we will always deliver what you need, when you need it. We are trusted by over 900 public and private sector organisations to deliver accurate, timely translating and interpreting services. We are a member of several industry bodies and work with them to continuously improve our standards and levels of best practice.

**Our success is built on a combination of traditional translation methods, innovative technology and a clear focus on quality and customer care. And unlike some other language service providers that specialise in particular industries, we support all business verticals – irrespective of size or geography.**

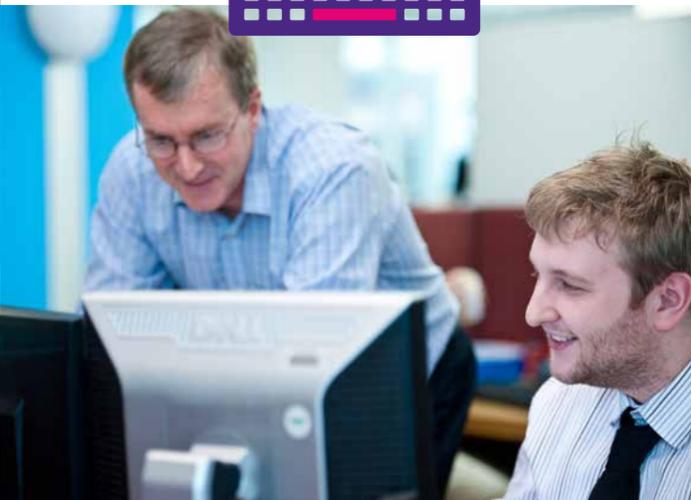
It takes a high level of skill and expertise to deliver translation and proofreading projects in multiple languages. That's why we've taken the time to carefully select and approve a world-wide network of talented, professional translators and proofreaders.

We believe in the huge value of in-country translators. They provide regional nuances and an understanding of the idioms associated with the sectors in which they work locally. We constantly update and refresh our pool of translators and are always on the look out for new talent.

All our translators and proofreaders are supervised by our in-house team of experienced project managers. We insist on adherence to our core values of quality, security, efficiency and outstanding customer service. Unsurprisingly, this helps us to ensure repeat business and excellent references.

Depending on the specific needs of our customers, we offer varying degrees of service delivery – from straightforward one-pass document translation, to complex multi-step localisation projects. Why choose professional translation for this type of work? Professional (or traditional) translation tends to be used for very detailed, highly specific translation where the topic is new, complex or sensitive. It can be labour intensive, but is extremely accurate because you receive a personalised service from people intent on getting it right first time.

Whatever your need, you can be assured that we'll put the right person on the job to best meet your specific needs. It's why we're trusted by companies worldwide to deliver accurate translating and proofreading services on time and on budget.



Machine translation (MT) is a rapidly growing and exciting technology and one in which Capita is ahead of the game. We believe machine translation is set to transform the industry over the next few years and we expect to be at the forefront of that transformation.

Some of our biggest customers currently use a mix of MT and more traditional translation methods as part of their translation strategy. As MT evolves, greater volumes of content will be translated into more languages, more quickly. This will help to deliver cost savings to the customer, as the time required to complete projects is greatly reduced.

Why choose machine translation today? If you need to quickly and accurately translate large volumes of content into a number of different languages, MT is the answer. It offers a cost effective approach to translating volumes of information into a broad variety of languages, making it ideal for manuals, websites, instruction sets and information booklets.

The result is both comprehensive and consistent. And it's one that you can trust.

What's more, our team of experts can show you how to maximise MT. They will take you through the entire process, step by step from the creation of, and an initial tailoring of a translation engine, all the way through to the post-editing of the translated document.

We are currently working on a number of key EU initiatives to advance the use of MT so you can be sure that you are working with people with the best knowledge and technologies.

## 'Fast' fact

We are the company that kept the **2012 London Olympics** 'on track'. We provided translation services for LOCOG's marketing team and ensured that daily updates and competition results were always available in both French and English (the official Olympic languages) on the official Olympic website.



## No sweat!

We are working with a **leading financial services organisation** to integrate machine translation technology into its own systems. This will enable the business to translate electronic files within its own data security protocols. As trust and accuracy in data are the most important assets in this sector, our focus on minimising risk to data security is of great value.



We currently provide face-to-face interpreting and instant telephone interpreting in over 150 languages, including British Sign Language (BSL).

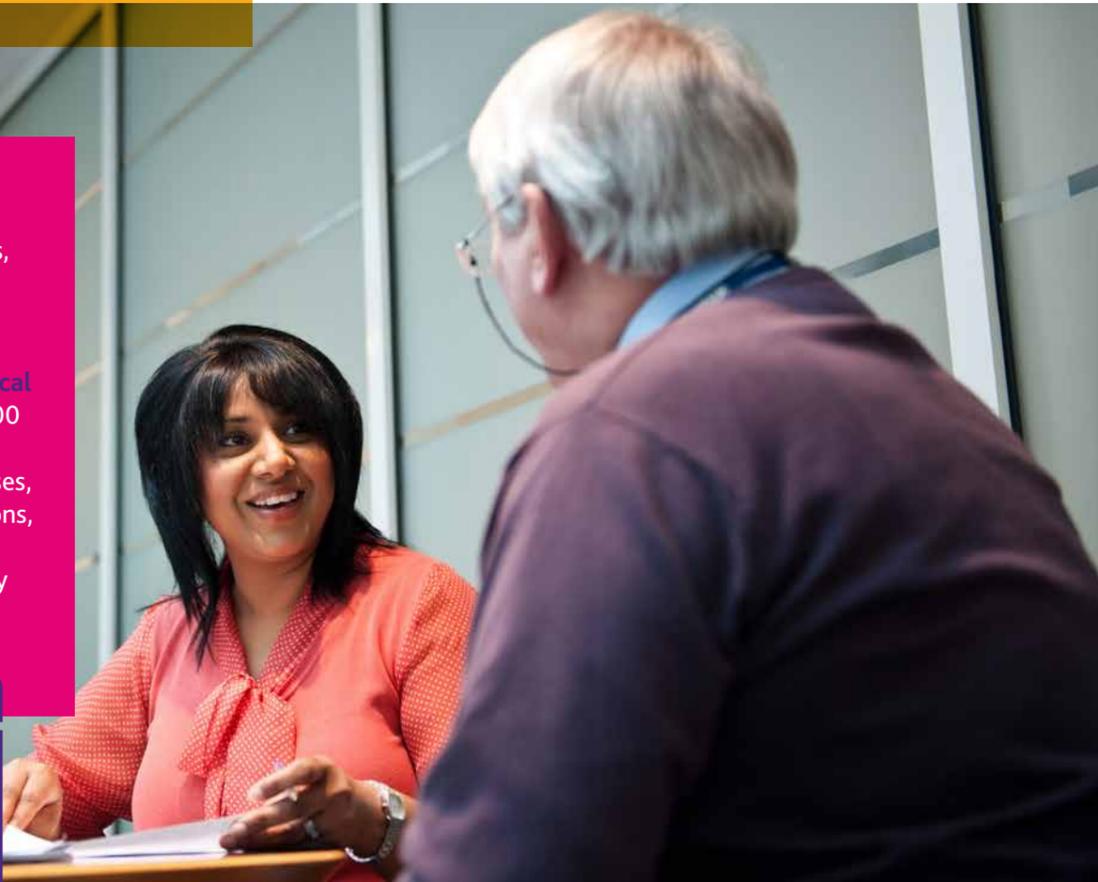
Our Framework Agreement with the Ministry of Justice for the provision of language services makes us one of the largest providers of interpreting services operating in the UK public sector. We also work closely with a number of NHS trusts where we support doctors and frontline staff in their day to day work as they provide care to patients through the timely supply of a full range of translation and interpreting services.

These services are also used by a number of local and central government organisations who recognise the value of effective communication with their citizens, whatever language they speak.

This service is very much about the quality of the people we source. It demands a level of empathy and, in our legal work, neutrality. And because each of these public sector areas require different skill-sets and approaches, we give you the assurance that only the best person for the job will be assigned to each case. We achieve this by working with our customers to understand their individual needs, which allow us to bring the service we provide up to speed quickly and appropriately.

We also provide interpreting services to the private sector. This work can meet either one-off project needs, such as to facilitate attendance at an overseas exhibition, or for longer-term support, such as helping to interpret daily briefings during international projects.

At all times, our customers can be assured that the interpreters we select will be professional and totally focused at all times on the quality and value of the service they deliver to both the organisation and its clients.



## Job lot!

Over a period of 12 months, we supplied interpreters to more than 192,000 assignments across the UK justice sector, NHS and local councils. We average 14,800 jobs per month in courts, police stations, tribunal cases, asylum cases, and the prisons, using a growing supplier pool of talented and quality assured people.



The world of e-commerce continues to evolve at an incredible pace. Social media and search engine optimisation (SEO) are now a core element of any marketing strategy. That's why it's vital that your website presence is consistent and fully optimised across your global operations.

At Capita we understand that it's not simply a case of translating the words into another language; it's all about getting the tone, style and messages right.

It is also important to address customers and prospects in a way that both enhances the brand and meets the growth and development strategy in each country. What works in one country won't always work in another. That's why we take account of the cultural framework and emerging trends and vocabularies in each country where our customers have an online presence. This ensures that our customers always appear relevant, up to date and totally natural when engaging with their audiences.

We recognise that website localisation and SEO is an on-going process. It needs to be a continuous activity as e-commerce trends develop and business strategies change. We offer an on-going multilingual support service, but can also provide a one-off consultancy service in order to set you up with the right strategy so that you can move ahead on your own, or with a local agency.

## Traffic management!

We worked with a leading organisation in the healthcare sector to localise its website across multiple locations in Europe. The company sought to establish a multilingual e-commerce offering and sell its products direct to European customers. As an immediate result of our activity website traffic increased by 30 per cent, which helped the company double the sales generated through e-commerce due to rising interest in specific country areas.





## Audiovisual services

Increasingly, organisations need to reach potential customers across the world using a range of devices and channels. Video is now the channel of choice for today's demanding customers, with 'YouTube' becoming an increasingly important way of keeping a business in touch with contacts.

With many advertising campaigns and product launches now needing to reach international audiences, Capita provides its customers with a high-end, multi-purpose Audiovisual offering which includes voiceover services and subtitling. These services, managed by our in-house project management team, ensure your video communications meet the needs and expectations of your target audience

### Voiceover

We provide customers with a high end, quality voice over of their original material using an artist of their choice. This service produces material that is ideal for TV broadcasting, training videos and courses, website content and interactive marketing collateral.

### Subtitling

Adding subtitles to video content remains the most cost effective way of reaching audiences in other languages and it is still a popular route taken by production companies when creating training material, e-learning content and other online video content. And of course it's still widely used in television programmes across the world.

We have an experienced team with in-depth knowledge of the subtitling process that chooses the most appropriate styles to fit the brief. They ensure that subtitles are incorporated according to industry standards and that relevant 'safe area' margins are maintained.

We are also heavily involved with a number of e-learning organisations that need to provide audiovisual materials for staff training, or perhaps to reinforce quality, health and safety standards. We provide the localisation needed to ensure that a whole suite of materials, including audiovisual aids, can be translated and provided worldwide with confidence.



## Lights, camera, action!

We worked with a leading company in the immigration sector when it needed to quickly rebrand an essential multi language DVD, comprising a short film with voice over and subtitles in to 15 languages. We quality checked the DVD before starting work and found that, as well as the need to rebrand, there were significant quality and accuracy issues in several languages in the existing subtitles and voice over sections. The company was unaware of this significant issue and quickly asked us to re-translate and record a significant number of languages. As a result of our rapid intervention and quick turnaround, the organisation was able to successfully rebrand the DVD and return it to use with total confidence and assurance.

## Transcription services

From recorded statements by medical insurance claimants to police interviews, our transcription services provide a vital link in the communication chain in both the public and private sectors.

Accuracy is essential. We recognise that our transcribers often deal with life-changing information and cannot afford to make mistakes. We pride ourselves on the professionalism of the people providing this service and the quality assurance controls we put in place to ensure they get it right.

In many cases, we first have to translate the recording before we can transcribe it. Once again, we're able to supply the best level of service, drawing on our extensive pool of translators to provide the right person, with the right sector knowledge to meet diverse needs.

We are adept at working with each customer to build a service that exactly fits their existing processes and ways of working to ensure a 'hassle free' transcription is delivered at all times. Our rigorous processes ensure that integrity and security are consistently maintained, from initial request through to final delivery.



## Who we work for

- We work quietly in the background of many of the UK's leading organisations such as Claire's Accessories, Thomas Cook, Sunseeker, Skechers and many more. We ensure that their customer interactions (web sites, manuals, documents, etc) are always accurate and engaging across more than 150 languages.
- We translate medical reports for international insurance claims on behalf of AXA Group. The accuracy and the quality of the translations are of critical importance due to the legal implications of the files.
- We are the key supplier to the UK Ministry of Justice, providing interpreters in courts, police, tribunals and hearings, ensuring that justice can be done, no matter what the nationality or language of the those involved in Justice process.



Get in touch



Find out more about how partnering with Capita gives you the assurance of quality, global reach and trusted delivery on time, every time by visiting:

[www.capitatranslationinterpreting.com](http://www.capitatranslationinterpreting.com)

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