

Start at home



FACTS

- In the past 10 years, **624,000** people have immigrated to the UK
- **7.5 million** people in the UK are foreign-born residents (1 in 8 people)
- London has become the first region where white British people have become a minority
- For service users with limited English, the preference for mother-tongue purchases increases to **80%** or more
- **138,000** people in the UK speak NO English
- On average, for **9%** of people in the UK, English is not their mother-tongue, and in some areas of the country, this increases to **40%**

You only need to consider translation services if you are a global company operating abroad, right?

Wrong!

Have you considered how many of your customers in the UK may not be native English speakers?

If you are a UK company, you need to start considering how to engage non-native English speaking stakeholders. Your prospective customers may not speak English as their mother language. If you are only providing your customers with English content, then you may be missing out on a huge potential market.

Top 10 languages in the UK other than English

- Polish
- Urdu
- Gujarati
- French
- Portuguese
- Punjabi
- Bengali
- Arabic
- Chinese
- Spanish



Our services

- **Document translation and proof-reading** – make sure your sales material, contracts and HR documentation can be understood by all of your stakeholders
- **Interpreting services** – either face-to-face or over the phone
- **Website localisation** – attract a whole new customer base by talking to your clients in their language
- **E-learning localisation** – maximise your training investments to effectively engage non-native English speaking employees
- **Breadth and depth** – our services are available in over 150 language combinations
- **Industry expertise** – including tourism, legal, manufacturing, retail, finance and IT



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

www.capitatranslationinterpreting.com



Or contact us at:

Email: marketing@capita-ti.com

Tel (UK): +44 (0)845 367 7000