

# mtt



Translation Perfection











## Welcome Pack


*Triple Guaranteed Translation into any language*




# Customer Commitment Statement

-  You will be treated in a friendly, courteous manner at all times.
-  Your documents will be kept confidential at all times.
-  You will always receive a free, fair quotation within 4 hours with no hidden extras, based on the source language wordcount.
-  Your work will only be placed with specialist, mother-tongue translators.
-  Your preferred translator will be used to ensure continuity whenever possible.
-  We guarantee we will deliver on the agreed date, or a 20% discount credit note will be issued in your favour.
-  For the Guaranteed Express Service<sup>™</sup> we guarantee to meet the agreed delivery time or a 50% discount credit note will be issued in your favour.
-  If you are a new customer you will receive an after sales call to check you are satisfied or if we could improve anything.

## A Triple Guaranteed Service

 We'll respond within 2 hours,  
and aim to quote within 4.

 All languages and all  
subjects offered.

 Delivered on time or  
money back



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# 7 Good Reasons To Choose Us

After working with MTT, you'll have...

And that's a good thing for you because ...

- 1** The opportunity to improve your professional image, both in the UK and abroad

  - You'll be able to expand your business or portfolio of clients & suppliers
  - You'll increase profits and spread your risks
  - You'll have access to new opportunities, e.g. tendering for contracts abroad, or in new areas
  - You can react more quickly to international enquiries or problems.

- 2** Better relationships, with clear communication in a language your client or supplier understands perfectly

  - Your customers will trust you more
  - You'll find it easier to work with non-UK clients and suppliers
  - Your contacts abroad will bring in referrals from abroad

- 3** Properly trained staff, who have been trained in their own first language for maximum effectiveness

  - You'll avoid mistakes and misunderstandings
  - Your staff will work more efficiently and more cooperatively
  - Your company will ensure Health & Safety standards are complied with

- 4** A reliable source of quality, linguistic advice and resources in all languages and subject areas

  - Your linguistic choices will reflect on your company
  - You'll be seen as professional where others make do with sub-standard texts or an English-for-everyone approach
  - You'll know you can ask for any language in any format you need

- 5** A multi-lingual website that addresses all your key markets in the best possible manner

  - The success of your business may be down to attracting additional business from abroad
  - You could make additional savings by sourcing suppliers from abroad

- 6** An extra member of your international team

  - You'll have access to free linguistic and cultural advice for all your dealings with non-English speakers in the UK and abroad
  - It's like having an extra Export Department Advisor ready to help at the touch of a button, but without the normal costs involved.

- 7** Peace of mind

  - Your documents won't let you or your company down
  - You can get on with your job, while we do ours, guaranteed!

# What happens to my document?

Document received at MTT and word counted



MTT allocate a suitable translator with the correct language/technical skill combination to arrange estimated delivery

*We only use professional, mother-tongue translators*



MTT provide a **guaranteed fixed quote** for your translation, so you know exactly what to budget because your fee is guaranteed not to increase



On receipt of your approval, we place the work with the translator and produce your confirmation sheet, showing the **guaranteed delivery deadline**

*This gives you the chance to check we have fully understood your instructions and to add any last minute comments*



If there are any queries during translation, we make a point of drawing your attention to them

*This ensures we can meet your guaranteed deadline*



Once the translation is received back, it is **checked in-house** before being forwarded to you by email, post or fax as you require.

We cater for most formats - just ask.

*We always carry out a brief in-house check, but can also arrange professional proof-reading for documents to be published*



You receive a feedback form for your comments with the translation by email

*This helps us ensure you are delighted with our service*



New customers receive an after sales call to check they are delighted with the service and to gather feedback.



Your invoice is prepared and issued by post, together with any original documents.



If you refer a colleague or friend,  
we'll send you an M&S voucher as a Thank You!

# Why trust us?

"Severn Trent Water International has been a customer of MTT for 10 years now and we have found their service to be reliable, efficient, flexible and above all friendly."

Jayne Stephens - Severn Trent Water International



"The team at Midland Technical Translations UK have always shown great dedication and professionalism in their work. They always respect the lead time given and deal very well with urgent Documents."

Mark Crockett (Technical Services and Warranty Manager, Renault UK)

We have been working with MTT for several years now in a range of languages. They offer by far the best customer service we have found in any translation company, combined with excellent levels of accuracy and we'd recommend them to anyone serious about getting translation done professionally."

Jay Sahadew, Marketing Manager,  
Alcoa Fastening Systems



"As a firm of solicitors representing clients at tribunal and in court, it is imperative that any documents we need translating are to the highest standard, 100% accurate and delivered on time. We initially approached MTT with a request for some urgent Eastern European language translation of a witness statement. They handled our request efficiently, courteously and professionally. They are also competitive with the charges and very friendly to deal with. We would recommend them unreservedly."

Carol Roche - Employment Integration

"We have always found MTT to offer a reliable service in a fast and flexible way according to our needs."

Louisa Deboer -Pritchard Englefield Solicitors



"Thank you for the binder, comp slip and Thank You card - full marks for CRM - sometimes the larger company can learn off the smaller one - well done MTT! "

Nik Sandars Market Manager - Panorama UK



# Interpreting - Spoken Translation

If you're looking for an interpreter, Midland Technical Translations (UK) Ltd can supply you with highly qualified and experienced professionals for factory visits, conferences, court hearings, medical appointments, or business meetings anywhere in the world, all backed by our Satisfaction Guarantee.

What type of interpreter will you need?

## Consecutive Interpreting

- this is mainly used for court hearings, medical appointments and very small business meetings as the presenter may have to pause at regular intervals to allow the interpretation to be given to the listener(s). This can also be used on factory visits or guided tours.



## Whispering interpreting

- where the interpreter whispers to an individual delegate (maximum of two persons) while the speaker talks. No interruption of the presentation is required, but it may be intrusive to other delegates.



## Simultaneous Interpreting

- this is used for larger conferences or meetings and enables all participants to speak and listen in their native languages. This saves time as no pausing is required and one interpreter can speak to many delegates at once without interrupting other delegates.



Interpreters will work in pairs using headsets, microphones and booth equipment.

# 10

## Questions you need to ask your language services provider before you place your order

### 1 Does the company belong to a recognised body or hold professional qualifications?

MTT (UK) Ltd are corporate members of the Institute of Translation and Interpreting and fully subscribe to the ITI Code of Conduct. We also hold ISO9001:2000. Sue Clark, MD, holds MIL professional linguist status, with 18 years experience in the field. As a company, we've got a 25 year history, of which we're understandably proud.

### 2 What guarantees does the company offer?

**Guaranteed delivery:** We undertake to deliver on the agreed date or we'll issue a 20% discount credit note in your favour, if you feel we have no justifiable reason.

**Guaranteed Express Service™:** For urgent jobs, we undertake to deliver to the agreed deadline or we'll issue a 50% discount credit note in your favour, if you feel we have no justifiable reason.

**Quality of translation:** We'll only use professional, mother-tongue translators to ensure you get the best translation possible.

**Continuity:** We'll use the same translator wherever possible to ensure you get continuity of terminology

**Service:** You'll get professional service with a smile from our ISO certified project management team

**Speed:** We aim to ensure you receive a free no-obligation quote within 4 hours

**Flexibility:** You'll be offered a monthly order for small translations in the same language pair to avoid minimum charges.

A personal message from Sue Clark, Managing Director

*"If for any reason you are not 100% delighted with our service, all you have to do is let us know. I will personally do whatever I can over the next 24 hours to correct the problem and will keep you fully informed."*

### 3 How do I know my translation is accurate? After all, I can't read it!

Customer satisfaction is measured and monitored for various activities on a monthly basis. We consistently achieve a rating of 'excellent'.

We only use mother tongue professional translators, who have experience in your relevant subject area. All jobs are checked in house before being returned to the customer.

Translations are usually for information only, but we also arrange translations for publication.

It's all too easy to get a quick translation on the Internet these days, but do you really know what you're getting back? Just imagine how bad the end results could be if a technical term or a legal term were misinterpreted...

- In a Bed & Breakfast in France: Please avoid coca watering, cream cleaning, wet towels wrapping, and ironing drying.
- In a Rome laundry: Ladies, leave your clothes here and spend the afternoon having a good time.
- A warning to motorists in Tokyo: "When a passenger of the foot heave in sight, tootle the horn. Trumpet at him melodiously at first, but if he still obstacles your passage, then tootle him with vigor."
- Text on a shopping bag showing yachts on a blue sea: "SWITZERLAND: SEASIDE CITY"
- On the menu of a Polish hotel: Salad a firm's own make; limpid red beet soup with cheesy dumplings in the form of a finger; roasted duck let loose; beef rashers beaten up in the country people's fashion

These are just a few humorous examples, but just think about the consequences for your company if you're not sure of the quality of your suppliers.

## 4 How do you charge?

MTT use the source word count to calculate your investment, after all that's what you give us to translate.

You always know what you'll pay before we start work, not when it's too late.

Some translation companies use the final document word count to calculate your invoice price, however this means:

- i) You don't know how much you're going to be billed when you place your order
- ii) Some unscrupulous translators can (and do!) use "flowery language" to get the point across, increasing the word count and therefore their fee.

## 5 Who actually does the work?

Ideally only experienced translators should be used, with recognized qualifications and at least 3 years working in the field. A good company won't use teachers from local schools, students, people who are linguistically fluent but don't have specialist knowledge, or machine translation.

Good translation companies have a pool of professional linguists working either in-house or on a freelance basis. The skill of the translation company lies in matching the correct translator to the document for translation, thinking about their experience in the area, relevant qualifications, research skills, time available and computer formats.

At MTT we assign a named project manager and a named translator, either from our in-house or worldwide professional freelance pool, so it makes it easy for you to request the same team again if you liked their work. We'll also encourage them to contact you direct if there are any queries, rather than having a game of Chinese whispers!

As a new customer we'll work with you to create a glossary you can agree so we always use your approved terms, regardless of which translator actually does your translation work. This makes it easy if a particular translator is unavailable or you need something in a hurry.

## 6 How long will it take - what happens if I'm in a rush?

If you're really in a hurry, we can assign a team of translators to a project working in sections, though this may mean you may not have consistent style throughout the end product. You could also take advantage of our Guaranteed Express Service™ to ensure you get your job when you need it, if time is critical.

Translators work on the basis of completing 2000 - 3000 words a day, which allows time for checking and any research to be completed.

In practice we can work more quickly than this if necessary, though if you bear in mind the time it took to write the original document, a similar length of time is usually required to translate it to a professional standard.

## 7 Can I talk to someone to see what they think of your service?

It's always difficult to know what a new supplier can do for you and whether they really can meet their promises. If you would like a second opinion and we would be happy to arrange for you to talk to our customers.

## 8 What extra benefits does the company offer?

In addition to our award winning translation and interpreting service, MTT offer a full range of complementary services - everything you'll need from a language solutions provider and more. You won't have to go shopping around or deal with more than one provider or more than one country - we'll do all the running round for you.

You'll want to be sure your language service provider offers everything you're likely to need. It's not easy to manage a multi-lingual project when you're dealing with suppliers in various countries and in different time zones, so make sure your service provider can deal with all the languages and extra services you might require.

We have regular fun competitions, referral rewards (make a referral and receive a £20 gift voucher as our way of saying Thank You) and regular newsletters to keep you up to date. We're always delighted to come and visit you to discuss your requirements - we believe that when we meet people face to face we both gain a better understanding of how we can work together to the benefit of both parties.

### Why not ask us about:

- video voiceovers,
- multi-lingual websites
- booth interpreting for conferences
- whispered interpreting for small meetings
- telephone interpreting
- equipment for interpreting assignments
- typesetting in English and all other languages
- business cards or brochures from design to printed articles
- language training
- closed captions
- certificate translations
- index translations
- property abroad service
- secure postage service
- notarizing and certifying translations for legal purposes
- International Media Contact Programme - write an article and we'll translate it and get it published abroad

- Minority languages - we cover all languages including Arabic, Bengali, Chinese, Dari, Estonian, Farsi, Greek, Hebrew, Icelandic, Japanese, Korean, Lingala, Mandarin, Norwegian, Occitan, Pashto, Quechua, Romanian, Swahili, Tagalog, Urdu, Vietnamese, Welsh, Xhosa, Yoruba, Zulu.
- Specialised subject projects - we cover all subject areas including legal, medical, insurance, finance, patents, water, chemical, housing, health and safety, training, personal, software, construction, IT, engineering, automotive, communications, transport.

If there's anything else you'd like to see us do, just ask - it's more than likely we'll be able to arrange it.

## 9 I've found a cheaper quote - what can you do?

We don't set out to be the cheapest in the marketplace, neither are we the most expensive by any means. What we do offer our clients, as the testimonials on our website confirm, is a reliable service that's easy to use, friendly and gives a high quality of translation.

We've been in the business for over 25 years, we're professionally qualified and we work for clients across the world ranging from blue-chip companies to small local firms and private individuals, with excellent levels of customer delight across the board. There are a great many different translation services available, ranging from free Internet translations such as BabelFish to the massive multinationals. You'll also find a great range of prices.

You'll need to decide who you feel offers the best mix of service, experience, accuracy, speed, back-up, flexibility, range of services and professional attitude - not an easy task.

If you're not sure who to choose, why not ask for one of us to visit to discuss what you might require, request a free trial translation of up to 250 words, or take advantage of the chance to talk to one of our current customers to ask what they feel about the way they are looked after.

If you do have a tight budget, let us know and we'll see what we could do - there's sometimes a way to work round what may at first seem an impossible problem.

We all know price is important, but if you look at the way you price your own products or services, it's unlikely you're the cheapest. We believe we offer a fair price for the level of service we provide.

## 10 Why should I bother getting something translated or arranging an interpreter anyway?

How many more people could your website reach if you added a simple page in just 4 major languages?

English may well be the language of business today, but did you know that only nine countries in the world have a population where over 50% speak English?

If you were looking for a quality product, wouldn't it make you that little bit more likely to buy if information and instructions were available in your own language?

If you're working with a supplier, wouldn't you get the best from them by negotiating and dealing with them in their language?

Wouldn't it be safer to get a professional interpreter or translator costing maybe a few hundred pounds if it's an important project that's worth thousands or even millions?



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