

CLS COMMUNICATION

Banking

Project report Bank Vontobel

Channel your knowledge – with the right language partner



When speed is of the essence.

As Switzerland's leading private bank, Bank Vontobel successfully manages clients all over the world. These clients benefit from exclusive analyst forecasts that are published every day before the stock exchanges open. The "Morning Focus" newsletter is a vital client retention tool. Yet, due to the extreme time pressure and high delivery standards, it is a challenging task for the translation team at CLS Communication – day in, day out.

STRIVING FOR EXCELLENCE, EACH AND EVERY DAY

Every weekday before the markets open, Vontobel sends out an online newsletter entitled "Morning Focus" featuring the latest market and company analyses from its team of in-house financial experts. The size of the newsletter varies depending on current events but can run to up to 30 pages. Due to the extremely time-sensitive nature of the information, CLS Communication is allotted just 30 minutes to translate it into German or English. Thirty minutes in which the source texts must be read, translated and sent back to the client – all with the utmost speed, care and precision.

Three factors make CLS Communication ideally suited to this challenging task: an in-depth knowledge of the language and workings of the financial sector, a customised technical solution and, last but not least, reliable, harmonised processes.

TO THE MINUTE – AND TO THE POINT

As Switzerland's leading language services provider in the financial sector, CLS Communication only employs financial translators who have an in-depth specialist

knowledge of this area. The translators of "Morning Focus" at the two project hubs in Singapore and Switzerland are backed up by a high-performance technological solution. With the help of online translation memories, several translators can work on the same text at the same time and can see the translation being done by their colleagues in real time. This saves a lot of time, which is critical given the tight deadlines. Furthermore, the web-based database recognises passages that have already been translated, which helps ensure terminology is consistent and that the client's stylistic preferences are taken into account.

EFFICIENCY IS TOP PRIORITY

The locally translated text modules are generated by a web-based IT process, and following translation they are automatically reintegrated into the final document. A dedicated software interface then transmits the finished translation to the client. This solution, known as Argus, provides a direct link to the Bank Vontobel content management system without the client having to install any additional programs, which not only increases security but also reduces the work required for the client as well as for the translators involved.

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Details of the project



Volume: Up to 30 pages a day
Languages: German, English
Turnaround: 30 minutes maximum
Challenge: Translation of up-to-the-minute information on a wide range of topics under extreme time pressure.

OPTIMAL RESOURCES DELIVER BEST RESULTS

Argus also plays a decisive role in quality control – a vital aspect for CLS Communication and an important element of its success. Since time restraints mean there is no time for a standard quality assurance during the translation process, the software closes this gap by assigning each translator an anonymous identification number. This simple measure ensures at all times that the most suitable translator is used for each job which guarantees high consistency and maximum quality. The digitally analysed process steps are reviewed along with the results. They are evaluated in a regular quality meeting attended by representatives from both partners, and then optimised where necessary, with very little effort, using predefined technical criteria.

Integrated, long-established processes coupled with the efficient Argus software mean that CLS Communication is able to guarantee the client large translation volumes without compromising on quality. This gives Bank Vontobel the greatest possible flexibility and helps it stay a step ahead of the competition when communicating information to its clients. A valuable advantage in a time-driven environment like the international financial markets.

YOUR LANGUAGE EXPERT FOR FINANCIAL SERVICES

With a total of 350 employees worldwide, CLS Communication is:

- a leading international language services provider with 14 locations and over 400 clients;
- a proven specialist for all languages and in a range of areas, including banking and insurance as well as investment and wealth management;
- an experienced translation professional for corporate communications, specialist articles, product brochures, financial copywriting and much more.

Your partner of choice

For further information please contact us at
www.cls-communication.com