

CLS Banking Focus

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Finding the right words

While style and editorial quality – not to mention content – clearly play a decisive role in a publication's success, the significance of corporate terminology is not always so evident. Its role is nevertheless essential, for a company's image as well as its budget.

Imagine that you have recently joined forces with a company offering complementary services. The integration is going perfectly, and now it's time for you to update employees about the progress made on merging and reorganising departments and IT systems. But you must also convince your clients that the merger represents a major advance for them in particular, while at the same time presenting them with your revamped product range. All previously existing technical and sales documents must be reworked and then translated and adapted into multiple languages. These processes may seem very different, but they all have one thing in common: the need to find the right words.

Electronic corporate dictionaries provide indispensable support with such tasks. These dynamic multilingual reference tools are designed to help you produce professional communication with consistent terminology from A to Z. Reliable and user-friendly, corporate dictionaries enhance your corporate image, providing a valuable service right from the start and evolving along with your needs. As shown in the chart on page two, the longer it takes to correct even a "minor" terminological error, the more serious and costly the consequences will be (loss of income and credibility, reputation damage, need to replace translations and templates).

"Today more than ever, clear customer communication and speed of communication are key. Easy access to defined terms saves time on a daily basis and ensures that we will be perceived as a professional bank and business partner. We have been building up our internal terminology database over the past years, drawing on the expertise of CLS staff. In step with the expansion of our banking operations in northern Europe, English is being used to an increasing extent also internally and our database has become a useful tool for many staff."

Lene Hesselberg, Communications, Danske Bank, Copenhagen, Denmark

Corporate dictionaries

In our last issue, we looked at text readability and saw that readability also depends on consistent use of terminology. How can you ensure that the same company-specific language is used across the board in your firm?

In other words, how can a corporate dictionary help with your everyday activities? What does it look like? Who designs, manages and expands it?

This issue of Banking Focus takes on these questions and more. It also features a free trial offer, which will allow you to see for yourself how a corporate dictionary can enhance your image through consistent communication.

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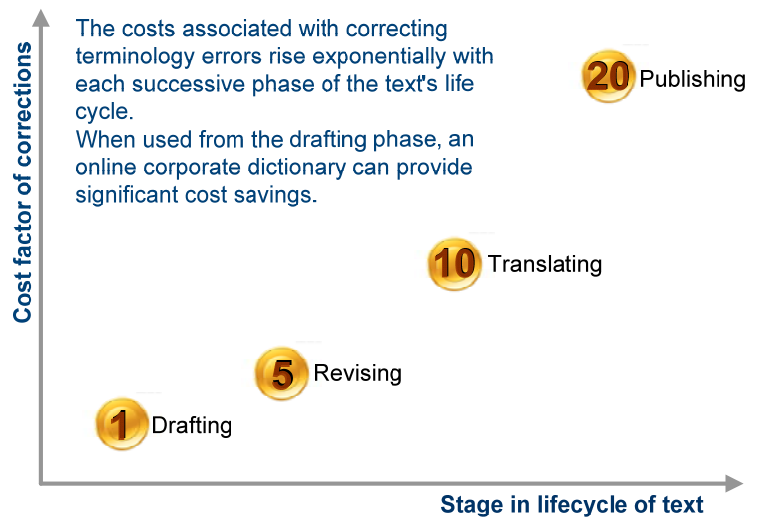
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CLS takes your publications or existing corporate glossaries as a starting point for creating a computerised terminology database (or termbase) tailored to your company. The termbase is then published on your intranet site, where it is accessible to employees 24 hours a day, and even to clients or your marketing agency, should you so choose. The dictionary brings together much more than just terms: it also offers useful additional information, such as definitions, areas of use, recommendations and cross-references. No more losing time with unnecessary research, cross-checking and consultation – the information is right at your fingertips.

In order to ensure data security, your solution is hosted on a secure server that meets the banking industry's strict requirements. You also receive a dedicated contact person to manage your termbase. In addition to sparing you the associated administrative work, this specialist takes care of expanding and updating your custom dictionary as your company grows and develops. Finally, there's no additional software to install and the solution is maintenance-free.

The benefits of a corporate dictionary



"As the central institution of the Austrian Raiffeisen Banking Group, RZB is one of the largest networks in Central and Eastern Europe, with almost 61,000 employees serving more than 15 million clients across 17 markets. RZB thus chose English as its corporate language. In order to ensure that our employees were not just speaking the same language, but also using the same terminology, we decided to create an online dictionary. This allows our employees and communication experts to consult corporate terminology at any time."

Wilfried Stöckl, Debt Investor Office, Raiffeisen Zentralbank Österreich AG, Austria

Free trial offer

If you'd like to see the benefits of an electronic corporate dictionary for yourself, we will provide you with a free user account for two weeks. Just send an e-mail mentioning Banking Focus to term@cls-communication.com by 26 February 2010, including your name and contact details.