



After a nationwide search, ING selected LanguageSpeak to reinvent their translation process nationwide for the US Hispanic market. LanguageSpeak performed a thorough review of all processes and delivered major efficiencies.



- Implemented neutral Spanish that effectively targets full US Hispanic audience rather than specific country of origin
- Created language consistency by revising glossary of business terms
- Reduced the Company's per translation cost by 30%
- Assigned project manager to ensure quality control for each project
- Utilized LanguageSpeak proprietary tools to facilitate translations, and reduce the turn around time
- Delivered cost-efficient translations with a higher quality end result that is sensitive to the Hispanic culture.

