

NEWSLETTER

Growing Through Honest Communication and Realignment



"Mutual achievement, mutual appreciation" - this is the level of customer relationship iLen always strives to achieve. We have received a lot of customer praise along the way, but we also receive some complaints. In early September, we received feedback from a key client who has been very appreciative of the elegance of our translations, but also found that our typo and missing word errors had increased. The client's Language Manager said: "Typos and missing words make me think that translators and editors are not careful enough, because these issues are low-level mistakes and not misinterpretation due to lack of personal ability. I can accept that misinterpretation can happen due to translators lacking full comprehension of the source text, but typos and missing words are unacceptable. I know a lot of translators and editors work very hard, but these obvious mistakes negate everyone's best efforts. Typos and missing words are problems easily detected by most readers, so this is the impression they are left with rather than the efforts the translator and editor have really put into the sentence." The client's feedback was very valuable, pointing out the problems while not completely ignoring our efforts. The client's requirements for language expression are very high and consume a lot of our translators' energy, but details really can't be ignored and we pride ourselves on details.

In the field of language services, we would never claim to be perfect nor ensure that our work is 100% error free. Unlike Western languages, Chinese has no automatic spell check function. However, we are tackling the problem head on and will try to do better! We held a cross-departmental management meeting for the first time after receiving the client's feedback. We communicated the feedback to all linguists and discussed the improvement measures we need to take. Details can be the difference between success or failure, and we are reminding our staff to pay more attention to the details and to try to minimize typos and missing words. A successful relationship needs communication and occasional realignment, so we are very grateful for the feedback and opportunity the client gave us. Strict requirements from clients spur us on to grow and continually improve.

We would also like to ask you that if you have any questions regarding our work or relationship with you, please contact your project manager or account manager so we can communicate and provide you with better service as needed. We want to achieve "mutual achievement, mutual appreciation" with you!

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I just want to mention that I'm truly grateful for iLen's work. This project has been a nightmare to me and you and your team have done an amazing job with the QA and the mark-ups.

I really needed to tell you this, because this project is into 4 languages and not all the teams were as good and responsive as you. I know you guys have been working really late to make these deliveries.

I really appreciate it! It feels so good for a PM to have a team you can really trust!

It's such a pleasure to work with you!

-- Eugenia, CQfluency

This project should be finished now. Once more, I have to thank you for your great performance throughout. Please extend my gratitude to your great team.

-- Andrés, AMPLEXOR

We had delivered this project end of August, and I just received an excellent feedback from our client!

They were extremely happy with the translations!! Thank you so much!!

-- Aisha, Eriksen

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A taste of Xi'an

In early September, iLen kicked off the annual company trip with a visit to Xi'an, a historic ancient Chinese capital. To minimize the impact on customer service and meet everyone's needs, we decided to travel in two groups and at different times this year. Xi'an was the destination for our first group. Team members who chose to go to Xi'an met up in the city after traveling from Shenzhen, Changsha and Chengdu.



Xi'an is an amazing ancient city where you can find old Qin bricks and Han tiles along with highly developed modern civilization. After visiting the ancient city walls, the Terracotta Army of Emperor Qin Shi Huang, Xiyue Temple and Mount Hua, we were awed by the spectacular scenery and unparalleled beauty of the city. During the trip, we explored and learned the history of the city, and also found time to get to know each other better. History has left Xi'an deeply marked and rich with experiences. We were all incredibly impressed with the cultural landscape and heritage of this ancient capital of thirteen dynasties.



Our taste of Xi'an gave us a taste for the glory that history brought to it. We hope that, as we make our own history, more and more customers get a taste of the success that close collaboration with iLen can provide.

Services Provided

- Translation
- Software Localization
- Website Localization
- Multimedia Localization
- Localization Engineering
- Multilingual Desktop Publishing
- Interpretation
- Software Testing

Our Main Language Pairs

English into Target Languages

Simplified Chinese	Indonesian
Traditional Chinese	Malay
Japanese	Vietnamese
Korean	Tamil
Thai	

Source Languages into Chinese

German	Korean
Spanish	Japanese
French	

Chinese into Target Languages

English	Korean
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CAT Tools

SDL Trados 2007	SDL Trados Studio
SDLX	XTM
Catalyst	Passolo
MemoQ	DejaVu
Wordfast	Heartsome
Transit	Across

DTP Applications

Adobe InDesign	Microsoft Word
Adobe FrameMaker	Microsoft Powerpoint
Adobe Illustrator	Microsoft Excel
Adobe Photoshop	Microsoft Publisher
Coral Draw	Quark Xpress

Engineering Tools

Adobe After Effects	Articulate Storyline
Adobe Audition	Articulate Studio
Adobe Captivate	Dreamweaver
Adobe Flash	Lectora Inspire
Adobe Premiere	Madcap Flare
Adobe RoboHelp	Subtitle Workshop

Quality Certificates



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