

GLOBAL LINGO

Fluent Communications



ANGLOGOLD
ASHANTI



CASE STUDY

Outstanding language services in the software
& technology sector for **AngloGold Ashanti**



About the company

Headquartered in Johannesburg, South Africa, AngloGold Ashanti has a globally diverse, world-class portfolio of operations and projects. AngloGold Ashanti is the third-largest gold mining company in the world, measured by production. It has 21 operations on four continents, as well as exploration programmes in both the established and new gold producing regions of the world.

The challenge

AngloGold Ashanti, values open and transparent communication with its global teams. To ensure all the latest news is shared with the whole organisation, their marketing and PR teams produce a variety of internal communications, ranging from company updates from the CEO to the latest safety information. To allow for this information to be relayed to the whole business as quickly as possible, AngloGold Ashanti needed a translation partner capable of handling technical documents in often rare language combinations.

Language requests ranged from more standard Brazilian Portuguese and Latin American Spanish to rarer West African French and Swahili.

The solution

- ▶ Teams of linguists and proof-readers who are also technical subject matter experts in the required fields
- ▶ Production of sample translations for in-country teams at AngloGold so they could select their preferred linguists
 - ▶ Those most in keeping with their style and tone of voice were chosen
 - ▶ This formed a group of preferred translators who were deployed on each AngloGold project
 - ▶ To ensure we have full year-round coverage, there is a pre-approved back-up team to cover holidays, sickness or increases in volume.

Benefit

- ▶ Over time, we have built up considerable translation memories for AngloGold. These language-specific stores of approved translated material enable us to further reduce translation turnaround times, improve consistency and reduce costs.
- ▶ Processes put in place allow us to produce high quality proofread translations, ready for publication at very short notice.

World-leading languages services for software & technology

Industry expertise

Our linguists are not just linguists, they are experts in their field. Global Lingo covers many business sectors, with qualified translators who operate best industry practices. Our insights ensure your next project expands beyond your expectations, taking your business to the next level in your international markets.

Personal service

From your initial point of contact, we provide you with a dedicated account manager who is devoted to guiding you through your next translation or localisation project. We work with industry-leading linguists, abide by internationally recognised quality and security standards, and ensure rigid quality assurance processes. Catering to your bespoke needs, your team at Global Lingo can take on as much or as little as you need, from tightly controlled tasks to a complete project takeover.

Leading technology

Global Lingo is adept at incorporating emerging technologies and defining new standards in the language services industry. With our GloZone client portal, you can easily oversee and administer your project all in one place. We understand that a synthesis of human touch and technology is what drives success in modern business practices. That's why we always find the right balance, and in doing so guarantee quality content and user experience.

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