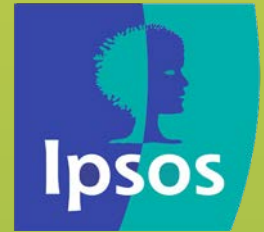


GLOBAL LINGO

Fluent Communications



CASE STUDY

Outstanding language services in the market research sector for **IPSOS**



About the company

Ipsos is an internationally leading market research and consulting firm with its headquarters located in Paris, France. Ipsos Healthcare is a core market research business unit within the Ipsos group and partners with pharmaceutical, biotech, and medical device manufacturers to inspire better healthcare. Operating in over 40 countries, their 600+ experts support key business decisions for clients throughout the commercial life cycle – from early-stage strategy, through launch, to performance optimisation.

The challenge

- ▶ Transcription of five concurrent technical medical research studies.
- ▶ The studies covered specialist medical areas and were made up of focus groups as well as in-depth interviews with both physicians and patients. All studies included technical jargon, industry-specific medical terminology, and complex drug names.
- ▶ All audio and video content needed to be captured and transcribed for expert analysis post-event.
- ▶ Delivery of the five studies, all of which overlapped, required a range of differing turnaround times, from 24 hours to 72 hours.
- ▶ The scripts needed to be of very high quality to help provide accurate analysis by the professional moderators, which could then be provided to their end clients on time and budget.

Benefit

- ▶ The Ipsos moderators were able to quickly and accurately reflect upon the content of the interviews.
- ▶ Global Lingo's professional transcription service and timely delivery allowed the end clients to take appropriate action in the field to optimise future patient care.

The solution

- ▶ Global Lingo assigned a dedicated local Project Manager working out of our Chicago office.
- ▶ More than 50 hours of technical interview content was completed in the requested delivery format – MS Word, Excel, or SmartTranscript format.
- ▶ Specialist freelance transcribers and additional project management support from our UK and Singapore offices made 24h support possible.
- ▶ Using our extensive pool of trusted freelance medical writers and internal editors, all of whom are degree-qualified native English speakers with multiple years of transcription experience, all five projects were transcribed accurately and on time.

Here's what IPSOS have to say about our services:

"Global Lingo are my go-to provider for Transcription services! They're always super responsive, their service is consistently excellent & the quality perfect, even when faced with high volumes and quick turnarounds. I'd highly recommend them to anyone requiring transcripts or indeed any language services."

Senior Project Management Specialist, IPSOS Healthcare



World-leading languages services for market research

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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