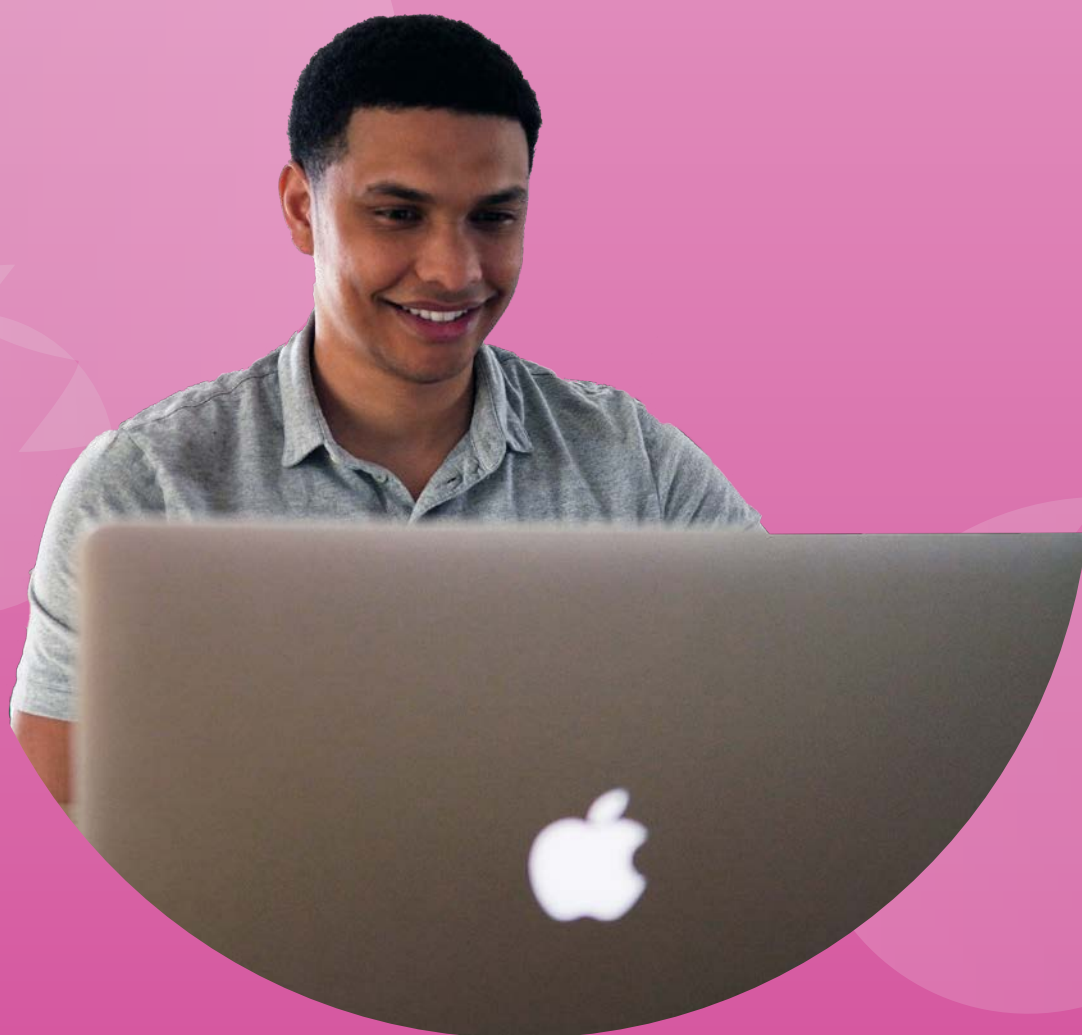


**GLOBAL
LINGO**

Fluent Communications

InboxInsight 



CASE STUDY

Outstanding language services in the software
& technology sector for **Inbox Insight**



About the company

Inbox Insight is one of the market leaders in digital B2B demand generation. Offering a range of products that enable B2B organisations and marketers to generate high quality leads across EMEA through their content-driven marketing solutions.

The challenge

- ▶ Inbox Insight required a language services partner to assist with the delivery of their customers' thought leadership content to senior decision makers within IT, HR, Marketing, Finance, Sales and Business Management across EMEA.
- ▶ The challenge for Global Lingo was to find an efficient way to manage content that arrived in multiple batches during any one week.

The solution

- ▶ After assigning a dedicated Project Manager to Inbox Insight, Global Lingo designed a process that works for all their required language combinations, improving efficiencies and controlling costs.
- ▶ Given that Inbox Insight's email bulletins are scheduled weekly, a content management solution that suited their translation needs was required
 - ▶ We switched from a project-per-request approach, favoured during the initial stages of our collaboration, to a weekly open-file project approach.

Benefit

- ▶ The improved process ensures that all requests can be handled as efficiently and cost-effectively as possible
- ▶ Global Lingo now handles larger and more complex projects for Inbox Insight across multiple EMEA regions.

Here's what Inbox Insight have to say about our services:

"Global Lingo regularly translate into 8 different languages for us and consistently provide a high level of service. They are always polite and quick to reply to new orders and queries in a professional manner. The level of the translations is high and they always turn around new projects quickly and precisely. We would highly recommend them as a partner."

Inbox Insight



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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