

GLOBAL LINGO

Fluent Communications

Kadence 
International



CASE STUDY

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



About the company

Kadence International is a global boutique market research agency. With offices spanning Asia, Europe, and the US, they combine the international reach of a large research company with the agility and personalised service of a small boutique. Founded in 1992, Kadence works with some of the world's largest brands, providing global coverage at a local level. Specialist researchers work with clients across a wide range of business markets to deliver insight and knowledge rather than just data. Through its global data collection centres, Kadence International also offers fieldwork services and has become the agency of choice for some of the world's largest management consultancies.

The challenge

- ▶ Kadence was facing quality and process issues around their existing localisation work for multi-country studies.
- ▶ They were looking for a global partner with a local office that offered a wide range of language services.
- ▶ This included both their quantitative and qualitative projects, with the focus being very much on quality and service delivery.

Benefit

Global Lingo has become a trusted language partner of Kadence, offering a wide range of language services that complement the day-to-day survey localisation work:

- ▶ OE response back-translations.
- ▶ Single-stage and dual-stage foreign language transcription.
- ▶ English-English transcription.
- ▶ Interpreting services for international focus groups.

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

"Global Lingo are great to work with! We particularly like that they consistently offer timely quotes and reliable translations for a wide range of languages – making them our top choice for any of our company's needs."

Manager, Kadence International

The solution

- ▶ Dedicated Singapore-based project manager.
- ▶ Introduction of translation memory benefits, as well as secondary proofreading as standard to ensure the best quality.

Included Projects

- ▶ The multi-lingual localisation of a survey for a 12-market study.
- ▶ Single-stage transcription working to very tight deadlines to understand focus group content.
- ▶ OE response translations enabling the coding of foreign respondents on a large international study.



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.

**GLOBAL
LINGO**

Fluent Communications

LONDON - CHICAGO - FRANKFURT - SYDNEY

ROMANIA - GUATEMALA - SINGAPORE

global-lingo.com