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## **Syntax.** Modules.

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**Language versions are always created in a process – with success guaranteed by **the Syntax philosophy and working practices.****

<b>Module</b>	<b>Description</b>	<b>Customer benefits</b>
<b>Copywriting/text creation</b>	We prepare your content in all languages. For headlines, wordplays, etc. Syntax will engage experienced advertising copywriters.	Your message and your ideas will be transmitted with creativity and purpose.
<b>Authentic translation/adaptation</b>	The source text is translated or adapted by experienced specialist translators into their first language (base version).	For all text types and specialist fields, this is the ideal way to transfer content into the desired target language.
<b>Copy editing/second look/quality assurance</b>	This second look is our guarantee of in-depth quality and makes sure of the final polish. The process includes a precise comparison with the source text to assure accuracy and completeness, the uniform use of terminology, as well as correct spelling and grammar.	Ultimate quality for your high-profile texts. Top quality for the most stringent demands.
<b>Proofreading</b>	This check for spelling, punctuation and grammar (without a comparison with the source text) assures quality on the surface of a text.	Making sure of texts with no mistakes.
<b>Final check “OK-to-print”</b>	At the “OK-to-print” stage, as agreed and depending on the type of job, a check is conducted for compliance with the original layout, typography, graphics, the match between images and captions, as well as spelling, punctuation and word breaks.	For carefree publishing.

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<b>TMS processing (with graded price reductions)</b>	By using TMS (translation memory system), identical texts have to be translated once only. Translations from previous jobs as well as repeated sections are used again – with corresponding price reductions. TMS can cater for several file formats (Office, InDesign, etc.).	Enhancing quality, consistency and efficiency in the translation workflow. Suitable for many types of text. The use of TMS is on request, by mutual agreement.
<b>Terminology/glossary service</b>	Development and/or maintenance of a company’s dedicated dictionary (glossary) to ensure a uniform technical vocabulary.	Your corporate language – refined and up to date – communication in a uniform style.

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<b>Module</b>	<b>Description</b>	<b>Customer benefits</b>
<b>Transcription</b>	Creating a transcription of spoken texts.	The spoken word becomes readable.
<b>Video (subtitles, voiceovers)</b>	Inserting subtitles or voiceovers directly into your video material (image film, etc.) by the professionals at our partner offices.	Send your message with equal impact in all languages.
<b>(Consecutive) interpreting</b>	Experienced interpreters render a spoken text (talk, lecture, etc.) – with a slight time delay – in the required language during the event.	Always the best solution for reaching your audience, live.
<b>On-site deployment</b>	Jobs of a particularly confidential nature are carried out on the customer's premises by our skilled specialist translators and copy editors.	The specialist translators and copy editors who we assign to you will provide professional, flexible, secure and efficient support.
<b>Online publication systems</b>	Our specialist translators work on your publications online, directly in your system (CMS) to create translations of the required length.	Boosting the efficiency of your processes to save money.

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<b>Services</b>	<b>Description</b>	<b>Customer benefits</b>
<b>Style/quality</b>	Syntax offers you a selection process based on style samples (2–3 specialist translators for each language) so that you can choose the translations that suit you, and thus select your regular translator.	Choose the style and team that suit you best.
<b>Dialogue/direct contact with translators and copy editors</b>	For the sake of quality that's up to the customer's standard, Syntax encourages direct contact between the specialist translator, the copy editor and you, the customer.	No "Chinese whispers" here – make the most of the shortest communications channel.
<b>Fixed contacts/ personal support</b>	We believe it's important that our customers should have a fixed point of contact, in the person of the project manager. We think this is the best way for us to satisfy your needs.	Inefficiencies and time-wasting are avoided through direct personal contact and continuity. Care and support that's tuned to you and your demands.
<b>Syntax Connect</b>	Systematic translation: the Censhare connection enables transparent placement, management and monitoring of translation jobs. At the same time, customers will have uninterrupted access to all documents and media in the available language versions.	You'll always know precisely what's happening. You'll profit from the universal integration of the translation process into Censhare, the leading editing system.
<b>Tailor-made customer portal</b>	Simple, secure and efficient. That's how the placement of your orders with us should be. What's more, our online customer portal is finely tuned to your special requirements.	Just a few clicks, and you have everything under control.
<b>Managed services</b>	We see foreign language management as all-encompassing and as a process. All the modules listed here are also available as managed services.	We handle the translation process on your behalf, so that you can concentrate on your core competencies and day-to-day business.

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<b>Good to know</b>	<b>Description</b>	<b>Customer benefits</b>
<b>Customer dissatisfaction/ complaint management</b>	Our quality management utilizes tried-and-tested, <b>established qualification and quality assurance procedures. As a result, we've experienced a complaint rate of less than one percent for decades.</b>	You receive your communications media in the highest possible quality – we listen to you very carefully; when it comes to making your wishes come true, we leave no stone unturned.
<b>Quality, dependability and absolute confidentiality/discretion</b>	Values that we live by are our No. 1 priority. <b>High quality awareness</b> thanks to expertise and a motivated team.	Customer satisfaction and longstanding customer loyalty are for us the all-important reward.
<b>Service experience</b>	We do not rest upon our laurels. Success in business is even greater when we <b>continuously improve our services</b> and internal procedures.	With Syntax, the customer should be able to experience the “wow” factor.

We'd like to introduce you to Syntax personally, and give you a detailed explanation of our philosophy and the way we work.

**According to our philosophy of the “made-to-measure language solution”, it is you who decides which process steps – from a modular arrangement of services – that we take on for you.**

Thalwil, April 2016

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Übersetzungen

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