

CUSTOMER SERVICE

www.avantpage.com

The Difference Is Service. At Avantpage, It's About More Than Just Words.



How do you define excellent customer service? Is it a contact person who's always available to take your calls and answer your questions? Instant access to needed information and resources? Point people who routinely go above and beyond what's necessary and expected? Innovative technologies to streamline processes and procedures?

At Avantpage, we believe that customer service should offer all of the above ... and then some. Our philosophy is simple: we treat each of our clients as if they were our only client – no matter the size of their budget or organization. Choose Avantpage, and you're getting best-in-the-industry service, attention, and quality – every project, every time.

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Collaboration Avantpage assigns a dedicated translation team to each of our clients. These teams consist of a project manager, translators, editors, proofers, DTP engineers, and any other highly qualified translation or IT specialists. In addition, our VP of Customer Relations keeps in close contact with everyone involved throughout the project's completion cycle. Collaboration between Avantpage team members and client contacts ensures that all project stakeholders are on the same page regarding project production, timelines, deadlines, and unforeseen changes.

Communication Clear, honest communication is the cornerstone of great customer service. At Avantpage, we keep the communication channels open from initial consultation to project completion. Whether it is through web-based trainings, email messaging, phone calls, Skype, or face-to-face meetings, communication doesn't stop until the project is complete.

State-of-the-Art Technology By utilizing cutting-edge technologies and adapting them for use in the translation field, we've taken critical steps to ensure greater consistency, boost our linguistic service capabilities, and strengthen our project management systems. This translates into efficient project turnaround times, on-time deliveries, effective communication, enhanced online project tracking and monitoring, less rework and duplication, and lower costs.

> **AVANTFLOW** This online project management system enables our clients to automatically check project status instantly.

> **AVANTFORUM** Our web-based communication platform allows all project communication to be captured in one place simultaneously.

> **AVANTMEMORY** With this asset management system, we build custom linguistic glossaries, save terminology and style preferences, and work with assets in real time.

Our Customers Avantpage has made it a top priority to listen closely to customer needs, address concerns before they become problems, always offer more than we are asked for, and constantly be on the lookout for ways to offer more value, bigger benefits, and the best-quality translations in the industry.

Avantpage Translation and Quality Assurance Process

Our translation project is intimately linked with our quality assurance process, in accordance with ASTM Standard F 2575 - 06. Each translation request goes through several quality assurance stages:



Editing The editor checks the translation for accuracy and compliance with the client's specifications; looks for typos, grammatical mistakes; and checks style, consistency, and more.

Terminology Control The translated text is processed with a QA tool to make sure all the terms match the terms on the client's terminological database or glossary. There are several tools available for this purpose.

Review/Proofreading This is a target-audience review to ensure cultural appropriateness. This review is made by people familiar with the target community.

Correction The translation goes back to the translator and/or editor with the client's feedback, and the changes can be accepted (or rejected).

Back Translation This is an optional stage, where the translated text is back translated into the original language to ensure the customer that there were no omissions, additions, or any alteration to the main message or meaning of the text.

Client Review The client has the opportunity to review the translation and make any preferential changes. The translator approves (or rejects) the changes.

Desktop Publishing After all linguistic steps are completed, we typeset the file so that it matches cultural appropriateness, specific client preferences, selection of images, character sets, page size, etc., according to the target language.

Proofing In this final stage, a proofer evaluates the final file against the original file looking for compliance with the project specifications.