

## More customer benefit through quicker and better translation

### ASWO Consumer electronics service provider

The medium-sized company ASWO specializes in spare parts, accessories, diagrams, service know-how, and communication and knowledge databases for technicians in the field of consumer electronics (CE). ASWO consists of ten subsidiary companies and 27 franchises. The enterprise represents not only consumer electronics manufacturers such as Panasonic, Philips, Sony, Thomson and Toshiba, but also producers of domestic appliances such as Bosch, Electrolux, Siemens and Whirlpool.



### Fulfilling customer wishes throughout Europe

ASWO is the European market leader in services for consumer electronics. In Germany alone, the company looks after 32,000 specialist CE firms, plus a further 90,000 in Europe. The demand for spare and custom-made parts for branded electronic appliances connects people: Every day in Germany alone, 5,000 orders are processed, and twice that number throughout Europe. It's a business that demands fast communication and logistics handling. Although the familiar branded appliances are the same in every country, the customers in Europe speak a variety of different languages. Fast, cross-border communication is therefore vital for ASWO to be able to implement the required service spectrum for its customers within a short time.

### Machine-based translation as a success factor

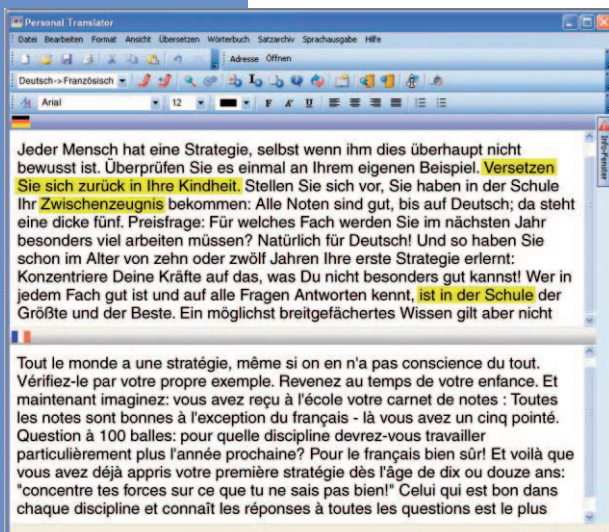
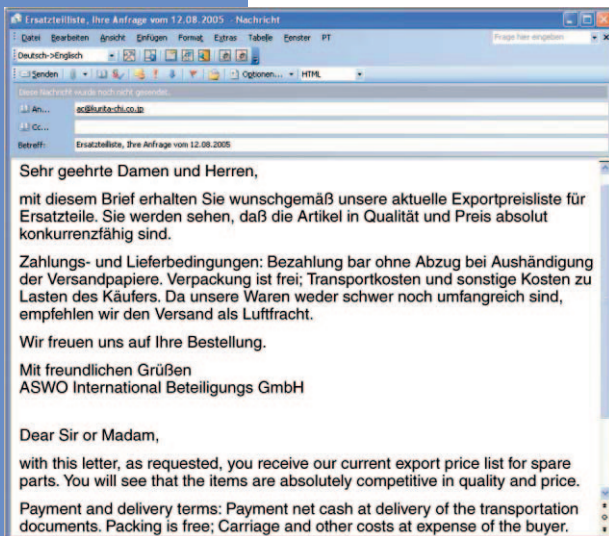
Perseverance leads to success. For more than ten years the ASWO management had the vision of simplifying and accelerating the business processes with the help of machine-based translation. The thinking behind this was that, to enable spare parts to be supplied within the shortest possible time, the sales information has to be forwarded quickly across national and language borders, and this communication should be supported by innovative technology. Again and again, different solutions were tested, until finally ASWO found one which fully satisfied the quality standards required of machine-based translation: *linguatec Personal Translator*. ▶ ▶ ▶

#### At a glance

Company:  
ASWO International  
Beteiligungs GmbH  
Industry/Market:  
Consumer electronics  
service provider

#### Requirements of the desired translation software:

- Time-saving translation
- Reduce processing time for business correspondence
- Support the sales process
- High-quality translation for English and French
- Easily extendable dictionaries
- Innovative technology



## Personal Translator handles day-to-day translation volume at ASWO

With the use of Personal Translator, at last the goal of minimizing the need for translation in day-to-day communication while simultaneously increasing efficiency could now be achieved. The numerous e-mails which essentially determine the daily need for communication were ideal for the initial operation to increase the efficiency.

It wasn't long before the hoped-for result appeared: bilingual (German and English) sales information on the spare parts in purchasing mails. The mails are then checked by Personal Translator. With the core information, users can thus work more quickly and confidently with other countries without having to invest a lot of time in the translation work.

For optimum fulfillment of this task, Personal Translator is used together with the add-on module Business English. The central IT organization also has the same requirements. All e-mails and support messages from the IT department are issued bilingually (German and English) with the help of Personal Translator. The result is better communication between the partners and faster resolution of IT problems because they can be detected earlier.

## Flexible solutions from linguattec increase quality

Suppliers and customers in 27 countries can now communicate better in English. The built-in dictionary that accompanies Personal Translator helps the users to quickly look up specialist terms. Once Personal Translator had successfully passed the first practical test, there were further challenges to overcome: France, location of a major subsidiary and link to the North African market, could not be opened up through the English language alone.

The gateway remains the French language. "If we want to step up our collaboration, the quality of the communication must be increased and that can only happen through innovation", emphasizes Dominique Vallée, contact in the corporate communication division at ASWO and project manager of the "Automatic Translation" project. The pilot project aimed to fulfill several requirements in the translation process: to constantly improve the system, to extend it to include French as the third language, and to adjust it to the needs of ASWO. This involves all e-mails and information documents. Central training material for trainees is also translated by the software. The challenge here is to filter out the special vocabulary, >>>

which also includes colloquial expressions. This job was accomplished using Personal Translator. The translation is done into English in the first step and then into French. Personal Translator lets the staff create their own user dictionaries quickly and easily, which are then individually adapted to the company-specific requirements by Dominique Vallée after a brief course of instruction by phone. Ms Vallée is also responsible for managing the dictionary internally. "We maintain our in-house dictionary carefully with Personal Translator", she explains "so that we improve our ability to communicate."

**"Saving time in day-to-day business communication, especially in multilingualism, is our biggest concern. Personal Translator is an indispensable tool for this."**

**Dominique Vallée, Project Manager Communication**

## Conclusion

To enable ASWO to recognize and fulfill customer needs as quickly as possible, efficient enterprise-wide communication is a key success factor. Thanks to the fast, high-quality translation of the business correspondence, more inquiries can be answered and more tasks completed, while misunderstandings are avoided. Personal Translator offers the optimum platform for this, and ASWO benefits from the ongoing further development of the system. The optimized integration of English, German and French noticeably saves the company time. The systematic compilation and maintenance of the company-specific dictionary guarantees that the terminology is always up to date. linguattec is assisting ASWO with the further developments, so that the in-house needs can be optimally satisfied and adjusted to the market at any time.

**Linguattec is the leading provider of language-technology software for office use. Key areas are automatic translation, language recognition and speech output. Linguattec offers software ranging from desktop solutions to comprehensive solutions for multilingual corporate communication in internal company networks.**

**Contacts:**  
ASWO International  
Beteiligungs GmbH  
Ms. Dominique Vallée  
Project Manager  
Communication  
Riesweg 1  
31036 Eime  
Germany  
[www.aswo.com](http://www.aswo.com)

Linguattec GmbH  
Rike Bacher  
Sales Manager  
Gottfried-Keller-Str. 12  
81245 Munich  
Germany  
[r.bacher@linguatec.net](mailto:r.bacher@linguatec.net)  
[www.linguattec.net](http://www.linguattec.net)

Tel. +49 89 89 66 64 162  
Fax +49 89 88 91 99 33

## References:



Further application areas can be found on our website: [www.linguattec.net](http://www.linguattec.net)