



Business Language Champion – Case Study

Knowsley-based **Alphasonics Ltd**, specialists in ultrasonic cleaning equipment for the printing, engineering and electronics sectors, have seen hugely positive results from using languages in their business. With 12 staff, the company has trading partners in over 20 countries worldwide.

Managing director David Jones found that non-English communication couldn't be left to the company's overseas agents if Alphasonics were serious about forging great relationships to grow the business. "We wanted to prove to prospective customers that we were making the effort to communicate in their language," he says. David believes that taking the time and trouble to learn languages is perceived as a mark of respect for other countries' languages and culture.

Web communications were the starting point on Alphasonics' languages odyssey. "We'd only been viewing the website from an English-speaking point of view," says David, "which was bad news for a company with global business." The decision was made to translate the home page into several key languages, with agents' contact information for further details, and translations into 14 languages including Japanese and Malaysian ensued.

David, a regular business traveler to Europe, is now learning Russian and Spanish, which is already helping him win new business.

Following the web translations, Alphasonics' export sales increased from 37% to 54%. "We've had a great response from international customers and suppliers," says David. "Being able to refer people to our site makes a huge difference in terms of customer relationships, and helps earn respect."