

## alphasonics cleans up its act

### the challenge

Knowsley based Alphasonics Ltd designs and manufactures bespoke ultrasonic cleaning equipment to the printing, engineering and electronics sectors. Since launching 10 years ago, the company has developed trading partnerships with 20 countries world-wide, including South America, Canada, Scandinavia, Europe and Australia.

The company employs 12 members of staff at its head office in Merseyside and, in addition, has a growing network of 20 international agents who are all well versed in the company's highly specialised technology.

With most non-English communication limited to Alphasonics' agents, managing director David Jones wanted to demonstrate that the team at head office was keen to embrace foreign languages. "Employing

foreign distributors is one thing," he says, "but we wanted to prove to prospective customers that we were making the effort to communicate in their language. After all, what's the point in trying to trade internationally without respect for other countries' language and culture?"

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### ALPHASONICS



David Jones



### the solution

The services of a BLIS Professional were engaged to assess Alphasonics' international communication. "We were just starting to think about our website," says David. "We realised we'd only been viewing it from the perspective of an English speaker. This was bad news for a global company."

During an initial onsite visit, the BLIS provider asked David a series of questions in order to establish Alphasonics' existing communication plan and highlight any areas for development. Not surprisingly, one of the first areas for discussion was the company's web presence.

"Getting the entire site translated into different languages would have been time consuming and expensive," says David. "So we agreed to get the homepage translated into several key languages with instructions on how to contact our agents for more information. We felt this was a significant step towards promoting international communication."

The home page was translated – which included a company overview – into fourteen different languages including Arabic, Japanese, Greek and Malaysian. Web browsers are invited to click on a prominent list of flags to access the details in their particular language.

## the benefits

In the first year since the assessment, Alphasonics' export sales increased from 37% to 54%. And since the new website went live, David and the team have noticed a significant upturn in relationships with foreign customers.

"We've had a great response from several of our international customers and suppliers," he explains.

"The fact we're able to refer people to the site makes a huge difference in terms of customer relationships. It goes huge distances towards creating a professional image, breaking the ice and earning the respect of foreign customers."

And this new-found success has had a positive effect on David. A regular business traveller to Europe, Asia and America, he made the decision to learn Russian and Spanish not long after the website was translated.



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"I'm in the early stages of learning Russian and my Spanish conversation, although still fairly limited, is really helping to win new business," he says.

For David, there's no question that choosing to embrace foreign languages has had a significant impact on export business. "It's simple," he says. "If you're running an international business and you want to win the trust of your customers, you have to make the effort to implement a foreign language plan."

For more information about **Regional Language Network North West** please contact email [info@rln-northwest.com](mailto:info@rln-northwest.com) or visit the website at [www.rln-northwest.com](http://www.rln-northwest.com)