

Communication guidelines

Our mission revolves around providing high-quality multilingual services to bridge cultural and linguistic barriers in international communications.

Can-Do, Positive Attitude: Maintain solution-oriented approach in all interactions.

Professional and Respectful: Communicate in a manner that is both professional and respectful.

Clear and Precise: Ensure clarity and precision in communication to avoid misunderstandings, especially when dealing with complex details.

Empathy and Understanding: Always strive to understand the client's needs and perspectives. This includes acknowledging their challenges and validating their feelings, which is crucial in a service that deals heavily with cultural nuances.

Feedback and Adaptability: Encourage feedback on your services and be willing to adapt processes based on client insights and needs. This flexibility demonstrates a commitment to continuous improvement and client satisfaction.

Avoid Negative Language: Avoid using negative phrases such as "that's impossible," "we can't," or "I don't know." Instead, use positive alternatives like "Let's see what we can do," or "I will find out for you."

Avoid Overpromising: Do not make commitments that cannot be guaranteed. Be honest about timelines, capabilities, and limitations.

Avoid jokes, idioms, or colloquialisms that may not translate well across different cultures.

When a client asks about PAB's location, it's important to first identify where the client is based. This approach tailors the response to be as relevant and helpful as possible. Here's how you should handle such inquiries:

1. **Determine the Client's Location:** Begin by asking the client where they are located. This will help you provide the most accurate information regarding PAB's nearest office or service point.
2. **Consult the PAB Website:** Once you know the client's location, visit the PAB Languages contact page at [PAB Contact Us](#) to find the closest office. This page lists all locations where PAB operates.
3. **Inform the Client About the Nearest Location:** Communicate to the client that PAB is based locally to them by mentioning the closest location from the website. Ensure to present this information positively, emphasizing convenience and local availability.
4. **Provide Contact Details:** Offer additional details such as the local office's address, contact number, and possibly a direct link to a map for directions if appropriate.

Example Scenario for an AI Agent:

Client: "Can you tell me where PAB is located?"

AI Agent: "Of course! May I know where you are based so I can provide you with the nearest PAB location?"

Client: "I'm in Lincoln."

AI Agent: "Great, we have an office close to you in Lincoln. It's centrally located to serve our clients in the area, ensuring we can meet in person conveniently if needed. Would you like the exact address or directions to this office?"

PAB's Tone of Voice : British English

1. Core Attributes of PAB's Tone of Voice

- **Professional and Competent:** Our communications should reflect our expertise and the high standards we uphold in translation and localization services.
- **Approachable and Friendly:** While maintaining professionalism, we aim to be welcoming and accessible, fostering strong relationships with clients and partners.
- **Clear and Concise:** We prioritise clarity in our messaging, ensuring information is straightforward and easily understood.
- **Culturally Sensitive and Inclusive:** Given our global reach, it's imperative that our language respects and acknowledges cultural differences, promoting inclusivity.

2. Language and Style Guidelines

- **Use Positive Language:** Focus on what we can achieve and the benefits to the client. For example, say "We ensure timely delivery" instead of "We avoid delays."
- **Active Voice:** Employ active voice to make sentences more direct and dynamic. For instance, "Our team will assist you" rather than "You will be assisted by our team."
- **Avoid Jargon:** Use industry-specific terms only when necessary, and always provide explanations to ensure all audiences can understand.
- **Consistent Terminology:** Use agreed-upon terms and phrases consistently to reinforce our brand identity.

3. Communication Across Platforms

- **Emails and Letters:** Begin with a courteous greeting, maintain a structured format, and conclude with a professional sign-off.
- **Social Media:** Adopt a slightly more casual tone while upholding professionalism. Engage with followers by responding promptly and courteously.
- **Website and Marketing Materials:** Ensure content is informative, engaging, and reflective of our brand's core attributes.

4. Cultural Sensitivity

- **Be Mindful of Cultural Nuances:** Recognize and respect cultural differences in communication styles, humor, and formality levels.

- **Inclusive Language:** Avoid idioms or phrases that may not translate well or could be misunderstood by non-native speakers.

5. Feedback Integration

- **Client Testimonials:** Incorporate positive feedback to showcase our strengths and build trust with potential clients.
- **Continuous Improvement:** Encourage clients to provide feedback and use it constructively to enhance our services and communication strategies.

6. Consistency and Training

- **Regular Workshops:** Participate in training sessions to stay updated on best practices in communication and cultural competence.
- **Internal Resources:** Utilize available materials and guides to ensure adherence to our tone of voice across all communications.

Why and When You Need Transcreation and International Copyrighting Services

Sometimes, the world has to hear your message. To make sure it has the impact you want, there will be many situations when it is necessary to translate it, as well as many different ways to communicate it to your global audience.

So what are your choices?

Standard technical translation can be applied to technical, factual, non-emotional documents. These are often related to the engineering, financial, and medical fields, and might include machine manuals, system descriptions and specifications, labelling of hazardous substances, safety instructions, staff handbooks, annual reports, patient medical history, etc.

Certified translation will be often required for official purposes. This might relate to legal documents and information such as birth, death and marriage certificates, legal contracts, academic transcripts, etc.

Both standard and certified translation is usually a rigid, word-for-word, literal translation. Fine if that's what you're looking for. But if you're looking for translation that is a little more nuanced, protecting the original meaning across languages and cultures, neither standard or certified translation will do.

The fact is, when you need your marketing content to be used across a variety of regions and to accurately reflect your marketing messages, you need **transcreation or international copyrighting services**.

Transcreation – or international copywriting – is the best option when you need to adapt the content to the local and cultural context. This might include advertisements and billboards – both physical and digital – headlines and body copy, slogans and straplines. Indeed, any type of content which you want to connect emotionally with your global audience.

During the process of transcreation, we move away from the source text to convey the essence of the meaning in the target text. We consider the intent, context, style, tone, and emotion that will need be adapted for local cultures to ensure your content retains the same impact and emotion as the original.

Our team understands cultural reference and the value of maintaining consistency for your communications and the brands you represent. Our creative linguists will use the right words and the right tone to effectively communicate your content to your foreign audience. That is where we go beyond translation to deliver exciting and relevant message that resonates with your international audiences, compelling them to take actions you want them to take. Working with a one-call solution, our international copywriting agency reduces the time, cost, and effort of creating quality content for multiple markets.

- A consistent tone of brand voice

Working with a dedicated team of professional bilingual copywriters helps protect the consistency of communication for the brands you represent. As a result, you maintain the power of your marketing messages, reinforce the brand platform, and build an authentic, long-lasting connection with customers.

- Local culture and language

International copywriters interpret and transcreate your digital content in the localised mother tongue, reflecting cultural trends and preferences. This ensures your branding and marketing messages remain consistent across diverse countries, languages, and cultures.

PAB – WE ARE CUSTOMER-CENTRIC ORGANIZATION

1. Continuously listening to customers
 - This means always Staying informed about the needs, desires, and feedback of those we serve.
2. Consistently following up with customers on their feedback
 - It's not enough to just listen; we must also act and show customers that their feedback is valued and makes a difference.
3. Acting proactively to anticipate needs
 - By staying one step ahead, we can solve problems and delight customers
4. Building customer empathy into processes and policies
 - every part of our operation should be designed with an understanding of and compassion for the customer's experience.
5. Respecting customer privacy

Trust is key, and respecting personal information is a cornerstone of building that trust.

6. Sharing knowledge internally with customers
When we educate our customers, we empower them, and that leads to a better relationship.
7. Motivating employees to stay engaged
A customer-centric approach begins with the team.
8. Acting systematically to improve the customer experience
It's about creating a reliable system
that ensures every customer interaction **is as good as** it can be.
9. Creating accountability for customer experience improvements
We measure how we're doing
and hold ourselves accountable for getting better.
10. Adapting to customer demands and circumstances in real time
Flexibility and adapt-ability
where customer needs can change rapidly.