

# CORPORATE LANGUAGE YOUR UNIQUE IMAGE

You want your company to speak a consistent language, both internally and externally. Our corporate language services and the Diction terminology manager can help you to create, check, share and speak your company's corporate language.



# diction

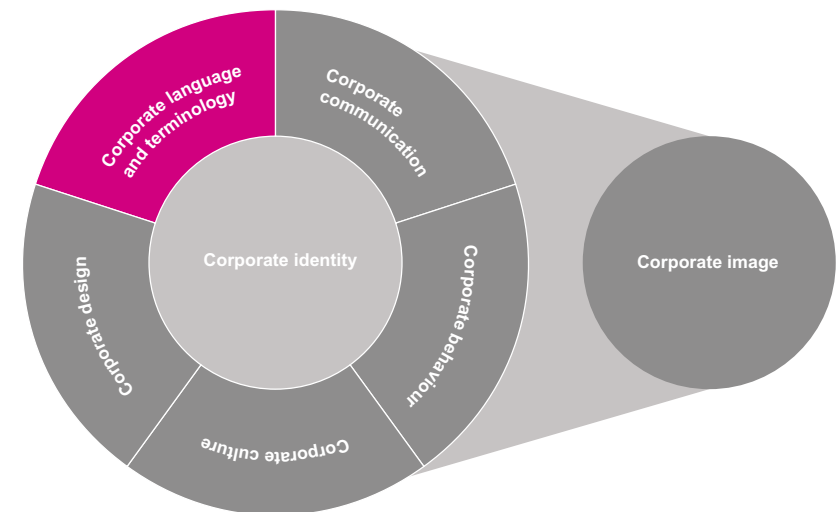
## CORPORATE LANGUAGE SERVICES

Have you ever thought about the best way to ensure that your clients understand your company, how you can create trust through the language you use, or how you can shorten sales cycles?

This is where corporate language or corporate wording comes into play. Corporate language includes every aspect of how your company uses language, and it is an important part of your corporate identity. It influences how clients perceive your company and characterises your internal and external corporate communication.

We will be happy to support you with our corporate language services. Depending on what you need, we can offer you helpful tips on how to manage your terminology, create document templates with your corporate language, or even provide you with a full corporate language manual.

- Increase recognition and build client trust
- Legal certainty through precise terminology
- Less work for client support
- Shorter sales cycles and faster contract completions
- Write and translate texts more quickly
- Better results for machine and human translations



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## DICTION TERMINOLOGY MANAGER

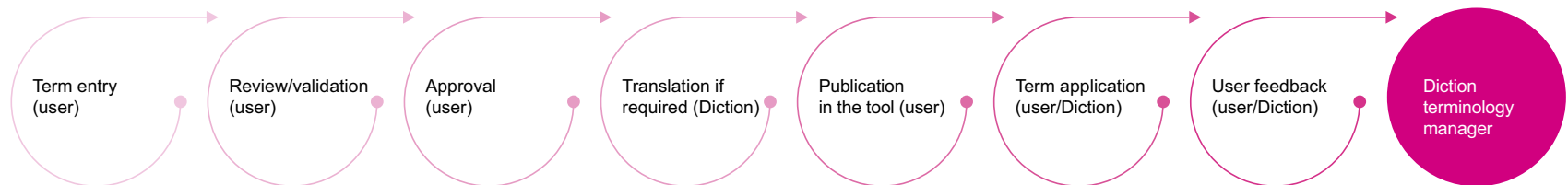
Let's start a new era for your company's corporate language management!

Imagine what it would be like if you were working on a document and the correct (and incorrect) terminology was automatically displayed on screen using a traffic-light system. Cool, right? That's just one example of how the Diction terminology manager can make your life easier.

How does it work? Via the client portal, you have access to an integrated tool that you can use to implement and manage your company's corporate language.

- Create, find and check terminology
- Save language guidelines, style guides and templates
- Find terms in the search field and sort them according to subject
- Check terminology (e.g. directly in Word)
- Easy collaboration across departments

This way, you can ensure that all your employees speak the same corporate language, increasing the trust clients have in your brand. For tasks such as writing texts, client support and translations, you can save time, avoid arguments and lower costs. The tool is also really intuitive and easy to use.





## ■ IS THE TOOL SUITABLE FOR SMALL AND LARGE COMPANIES? YES.

We offer both pro and corporate versions – you decide how many licences you need.

Here's an example cost calculation:

A company has 20 employees who all need to use the tool.

One-time set-up fee: CHF 500

Licences (per user, per month): CHF 15

= CHF 3,600 per year

For large companies, we can also provide an individual quote for our enterprise version.

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## ORGANISING YOUR CORPORATE LANGUAGE

Whether you're starting from scratch or already have some of the elements you need, we will work together to implement your corporate language concept.

We will analyse your specific needs and, upon request, implement a tailored project for your company's corporate language.

Want to see the Diction terminology manager in action?

**Call us to book  
a free demonstration now.**



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