



## Translation for Market Research

### Connecting the World with Language Services

#### CULTURAL ALIGNMENT FOR IN-DEPTH INSIGHT

Accurate and culturally adapted language solutions are critical to the success of your global business communication. You need it right the first time, every time, and on time. We take care to match you with multilingual project managers — your cultural consultants — able to deliver results that meet the specific requirements of your target markets. They are supported by a team of more than 5,000 linguists with varied specializations and fluency in over 250 languages.

#### WORLD-CLASS SERVICE ACROSS THE GLOBE

Budgets are tight; timelines are tighter. Accuracy is a must, and deadlines cannot be missed. Count on CETRA to deliver. Our commitment to world-class service begins with your first inquiry:

- Emails are answered within 30 minutes of receipt
- Quotes are provided within 1 hour of your request

Our service to you continues as you build a relationship with your dedicated project manager at the location that best meets your needs: United States (East/West Coast); Europe (Ireland/Germany); and Asia (South Korea).

#### CUSTOM PROJECT DESIGN

In an industry where no two projects are alike, we build a project plan based on your specifications. Our dynamic approach is designed to meet your goals, budget and lifetime of your qualitative and quantitative research projects — from collection to analysis. At its core is an unwavering commitment to quality and technology:

- Publication quality translations with competitive rates and quick turn-arounds
- Tools and processes adapted to any:
  - Research delivery mode (mobile, online, CATI, CAPI, focus groups, etc.)
  - Online platform (Conformit, IBM SPSS Dimensions, Kinesis, etc.)
  - File type (XML, XLIFF, Word, PowerPoint, Excel, InDesign, etc.)
- Total solution: translation of surveys and open ends, overlay into program files, online testing, in-language coding, interpretation of focus groups, etc.

#### GET IN TOUCH

### CETRA Language Solutions

7804 Montgomery Avenue,  
Suites 7-10, Elkins Park, PA 19027

**Phone:** 215.635.7090  
**Toll-Free:** 888.281.9673  
**Fax:** 215.635.6610  
**Email:** [info@cetra.com](mailto:info@cetra.com)  
**[www.cetra.com](http://www.cetra.com)**

#### OUR CORE VALUES

**Creativity**  
**Empathy**  
**Teamwork**  
**Resilience**  
**Agility**



“CETRA has been one of our preferred vendors for several years now. I have been very pleased with their services. Quality, timelines, pricing are all excellent. The PM teams are multilingual and extremely responsive to our needs. The company is forward thinking regarding translation tool technology, including revision management, that is necessary to meet the demands of our most challenging clients.”

**Dynata**

“It’s always a great experience working with CETRA.”

**Ipsos Limited Partnership Reid**

“If you keep this standard, I will never go with another translation agency.”

**Kantar CZ s.r.o.**

## TRANSLATION EXPERTISE



We work with **4** of the top **5** Market Research companies in the world.



**3,000**

Projects completed annually for the Market Research industry.



**Consumer**  
40%



**Healthcare**  
40%

**B2B**  
20%

## SATISFACTION RATING WITH CETRA



**4.4 Out of 5 Stars**  
Average Project Quality Rating from Clients in 2018

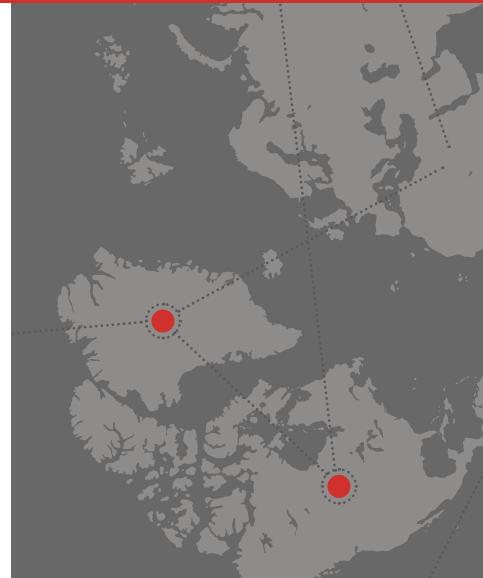
## QUALITY ASSURANCE

CETRA is a corporate member of the American Translators Association (ATA), and at our core is an unwavering commitment to quality and technology. We ensure quality through:

- **ISO 9001:2015** certification for quality management
- **ASTM** quality guides for translation and interpreting
- **ATA** Code of Professional Conduct and Business Practices
- Multi-step translation process for quality assurance
- Dual survey method for quality assurance with clients

## Locations

**United States** Elkins Park, PA • San Diego, CA  
**Europe** Limerick, Ireland • Heidelberg, Germany  
**APAC** Seoul, Korea



## ABOUT US

Year Founded: **1997**

Languages/Linguists: **250/5,000**

Headquarters: Elkins Park, PA USA

Global Reach: **5** offices, **4** countries,  
**3** continents

**Sectors Served:** Market Research, Legal, IT (ICT), Meetings & Events, Life Sciences, Government/NGO

## OUR RANKINGS



Source: Common Sense Advisory  
Annual Language Services Industry  
Rankings 2018