



## Background

Atlas Copco Group sought to expand its reach into Spanish-speaking markets in Spain and South America. The collaboration with Global Voices aimed to translate all product sheets for the company's catalogues into Spanish from February 2021 to June 2021, totalling 25,000 words. Global Voices translated product sheets into Spanish, enabling Atlas Copco to effectively communicate the features, benefits, and specifications of its products to Spanish-speaking audiences. The translated product sheets empowered Atlas Copco to penetrate Spanish markets effectively. The initiative showcased the company's commitment to diverse customer bases, setting the stage for increased engagement, sales and strengthened brand reputation.

## Challenge

Encountered difficulties meeting stringent deadlines, exacerbated by a change in contacts.

## Outcomes

- By catering to Spanish-speaking regions, Atlas Copco could tap into new markets, fostering growth opportunities in Spain and South America.
- Localised product information ensured better comprehension among Spanish-speaking customers, facilitating informed purchasing decisions.
- Engaging customers in their native language built trust and improved sales by enabling customers to fully understand product suitability for their needs.
- Adhering to local regulations and resending accurate information mitigated miscommunication risks, reducing returns, complaints and support requests.



+44 (0) 845 130 1170



[info@globalvoices.com](mailto:info@globalvoices.com)



[www.globalvoices.com](http://www.globalvoices.com)