



ROUND-THE-CLOCK EXPRESS TRANSLATION SERVICE FOR COVID-19 COMMUNICATION TASKFORCE

24/7 TRANSLATION SUPPORT

VIRTUAL TEAM

13 YEARS OF PARTNERSHIP



Especially in times of uncertainty, Lionbridge is committed to its clients' values, ensuring that they are reflected in all their communications across languages in a way that addresses the needs of their stakeholders and is tailored to their subject matter. In moments like these, the importance of consistent, transparent communications becomes clear. Since 2007, Swisscom has partnered with Lionbridge for critical multilingual communications with key stakeholders. So when COVID-19 began to spread, the company knew they could turn to us for consistent shareholder content and creative problem solving. Lionbridge created an atypical process to support 24/7 translation in order to support Swisscom's crisis communication taskforce.



About the Customer

Swisscom—Switzerland's leading telecoms company and one of its leading IT companies—is headquartered in Ittigen, close to the capital city Berne. Outside Switzerland, Swisscom has a presence on the Italian market doing business as Fastweb. In 2019, 19,300 employees generated sales of CHF 11,453 million. It is 51% Confederation-owned and is one of Switzerland's most sustainable and innovative companies.

The Challenge

On February 18th, a large-scale technical malfunction caused many of Swisscom's emergency numbers to go down nationwide. Then a short seven days later, the country diagnosed its first COVID-19 case.

The Solution

Swisscom created a 24/7 crisis management taskforce to produce and distribute time-sensitive content like press releases, media alerts and statements. Lionbridge partnered with them to translate this material into three languages.

There were key dual objectives: delivering as quickly as possible without sacrificing quality.

Lionbridge worked with a team of three project managers, two language quality managers and 15 German, French and Italian translators. The team's translators were all telecommunications specialists specifically skilled in localizing critical, high-volume material. Working entirely remotely, the team translated Swisscom's critical communications producing 24 hours a day, 7 days a week for four weeks.

The Results

Thanks to the company's Lionbridge partnership, Swisscom's crisis management taskforce was able to more quickly connect with clients in their language, while adhering to brand and strict national security requirements.

“ Lionbridge provided us with an out-of-the-box, proven process for 24/7 translation. They were incredibly fast, dedicated, goal oriented and reliable. Therefore, they earned the complete trust of our clients, communication managers and partners in the midst of difficult times. Overall, they have helped our taskforce to speed up the deployment of customer-centric solutions and to manage the COVID-19 crisis communication more efficiently. ”

Andrea Tröhler, Media Relations for Swisscom

