

The Really Helpful Friendly
Guide to
Better Interpreting
from
Lifeline Language Services



- where the accent is on you!



Call free on **0800 783 4678**

email: interpreting@lifelinelanguageservices.co.uk
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More cost-effective interpreting

With **25** years' experience, over **11,000** assignments to date, and many client compliments, we're an excellent choice for your interpreting provision. **Reliable - cost-effective - professional.**

"When do I request translation, and when interpreting?"

The media often confuse the two, which doesn't help! **Text** is *translated* while **speech** is *interpreted*. Our helpful Project Managers will ensure our solution is right for you.

"So a translator can interpret, and an interpreter translate?"

Most are only professionally comfortable in their core skill. Typically **translators** have *deeper* knowledge, in sector specialisms such as petrochem or automotive, usually translating only into their mother tongue.

Interpreters are usually more generalist, able to work in many sectors both from and into their mother tongue. Some will assist with translation during an assignment, but it's best to check first.

"So is all interpreting the same?"

Actually, no - our **interpreting**, **police & legal**, and **medical interpreting** webpages have more information, and you can download our **Medical Interpreting** or **Legal & Insurance** brochures. Most situations use "**face to face**" (aka "**liaison**" or "**escort**"), or "**telephone**" interpreting; **conference interpreting**, which is quite different, tends to be used in formal or larger events.

"So do I need face-to-face or telephone interpreting?"

Telephone interpreting is cheaper, but very limited - the interpreter is remote so misses the visual cues of "real" conversation, and also of course cannot assist with paperwork. It works reasonably well for structured Q & A or simple chats, but the limitations for in-depth discussion need to be understood. While telephone interpreting is seen as low-cost, it's often less effective and the apparent savings must be carefully weighed.

Face to face ("F2F") interpreting, the interpreter physically present, costs more since interpreters must travel, but generally yields better outcomes in most situations.

Providing a supportive environment to the service user, who may have no English, allows information to be shared more readily than with telephone interpreting. Additionally, since communication may rely strongly on expression or gesture, fact-finding is also quicker and more thorough, and exploratory discussion simpler, than it is by telephone making F2F much better suited to e.g. medical appointments or insurance interviews.

F2F is just as important in commercial settings. Professional interpreting reinforces **credibility** with visitors and also pays a **visible compliment**, particularly to Oriental or Middle Eastern visitors who see telephone interpreting as “cheap”. And having your own interpreter opens-up any in-language discussion between visitors - **commercial intelligence** makes you stronger. The interpreter can also **accompany** you and your guests for site visits.

“What should I look for?”

Experienced, qualified, professional interpreters are key. Media coverage of unqualified inaccurate court interpreting highlights how damaging poor interpreter choice can be, so look for a sound track record and a quality portfolio of interpreters with good area coverage.

“What do you need from me?”

The more we know, the better - we’re of course 100% confidential - but essential is **what** and **who** we’re interpreting for, **when** and **where**, so we can identify the best interpreter and brief them on terminology and background. This also helps with **cultural** and **personal** aspects, such as where interpreter gender or dialect may be an issue.

Assignment **circumstances** are also key; some medical or social services situations, such as pregnancy termination or home repossession, put the interpreter under great pressure and knowing which interpreters can handle these situations is important.

Less experienced providers often overlook potential **personal connection** between interpreter and service user; extended families, tribes or clans, or cultural networks such as mosques, can compromise interpreter independence. Proper client briefing also helps us check this.

How **many** we are interpreting for matters; in quiet environments an interpreter can comfortably handle 5 or 6, but in noisier situations assistive technology is helpful which we arrange for you. Larger groups may need **conference interpreting** - please see our website.

Finally, if you’re **presenting** then allowing the interpreter to familiarise themselves in advance with your **content** helps them interpret seamlessly for you.

We interpret over 100 languages and cover the UK, Europe, Asia and Africa. For a show in Beijing, supplier audit in Morocco, or conference in Barcelona, arranging interpreting takes little more than a phone call - our experienced team takes care of the rest for you.

Working with a good interpreter is easy. Now, finding one is too.

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Interpreting testimonials

A few kind words from clients:

"The interpreters were both excellent! It was clear ... that they operated in a very professional way, and carefully researched any technical terms that we were using with our Chinese counterparts to ensure that the correct interpretation was used during the seminar."

Motor Sports Association UK

"I didn't expect to find anyone to assist with our urgent interpreter need at 24 hours notice, particularly given our North Scotland location. Only you ... kept me informed and ultimately could confirm you had found the necessary Russian/Croatian/English skills and could accommodate the short timeframe. If we have a similar need in the future, you won't be the first company I contact – you'll be the only one."

Norfrost

"This is a fantastic and professional service that responds immediately to our business needs and the needs of our customers."

Boston Mayflower [Housing Association]

"In the years Lifeline have been working with us they have consistently proven a reliable and professional supplier. We have never experienced a single problem in over 100 assignments, and my users have always been pleased with the standard of interpreting provided"

NHS Trust

"Your company always provides a fantastic service!"

Remploy

"We consider your company to be the benchmark of best practice."

NHS Trust

User-friendly professional, qualified and quality-assured
interpreting

from

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Lifeline also provides a full range of complementary language services including TRANSLATION, TRANSCRIPTION, TYPESETTING, VOICEOVER & SUBTITLING.

