A GLOBAL BRAND VOICE
FOR SWISSCOM

| 4 LANGUAGES | 66,000 TERMS | 20 YEARS OF PARTNERSHIP |

The telecommunications industry is characterized by a competitive environment and fast-evolving technology market. Like any innovative company, Swisscom is constantly developing new solutions and products for their retail and business customers. Therefore, their corporate vocabulary is constantly evolving. Swisscom trusts Lionbridge to keep track of their corporate terminology and ensure brand consistency across the company as a part of our 20-year partnership.

The Challenge

As a leading telecommunications and IT company, Swisscom offers a number of products, including mobile telecommunications, fixed network, Internet and digital TV solutions for business and residential customers. Many isolated glossaries were circulating in the company, but were not available in a centralized location for use by all Swisscom employees. The organization needed to maintain a consistent list of company- and industry-specific terms to be used across their different departments and business segments.

"Since 2011, I have been responsible for corporate language at Swisscom in the Brand Strategy and Experience team and in this context have been in constant contact with Lionbridge. With the countless translations of corporate texts, especially on the topic of branding and brand strategy, I have always been satisfied in terms of reliability, adherence to deadlines and translation quality. In addition, the terminology database that Lionbridge still manages and maintains for us is an indispensable component for ensuring consistent application of Swisscom terms, including their translation."

Andreas Affentranger, Senior Brand Manager, Swisscom

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 in the guise of Fastweb. In 2020 over 19,000 employees generated sales of CHF 11,100 million. It is 51% Confederation-owned and is one of Switzerland's most sustainable and innovative companies.

The Solution

In order to keep Swisscom's corporate wording consistent across all documents and communication channels, preferred terms and correct spelling in all working languages are documented in a central look-up tool: the online "Swisscom Glossary." Lionbridge has partnered with Swisscom to maintain this glossary, which currently has over 66,000 terms over four languages, for over 20 years.

Lionbridge manages the Swisscom Glossary in the company's four working languages: German, French, Italian and English. Lionbridge regularly updates the glossary to add new industry and company-specific terminology.

Lionbridge gathers terminology from across the company, relying on documentation or department-specific submissions, and consolidates and aligns the new terms with Swisscom's language guidelines and spelling rules. The terms are then added to a shared terminology database accessible to all Swisscom employees and partners.

As Swisscom's corporate wording is constantly growing and changing, certain terms or product names may become outdated. Lionbridge updates thousands of terminology entries in all four languages every year, ensuring the Swisscom glossary stays accurate and up to date.

"We have been working closely with Lionbridge in the development of Swisscom TV since 2013. As part of the interface development, we organized workshops early on and closely involved Lionbridge in the development so that four languages were always available and could be tested in the agile setup with a high frequency of releases. We were particularly excited about the engagement with the TV topic, the shared understanding of simple language and the fixed assignment of translators. The end result is a great market success, also thanks to Lionbridge's support."

Guy Papstein, Head of Design, UX, Packaging and ID, Swisscom

The Results

By standardizing wording across the company and centralizing this knowledge in a shared database, the Swisscom Glossary has helped maintain Swisscom's high standards for printed and online communications. The terminology database resulted in:

Greater consistency. The Swisscom Glossary ensures the consistency of terminology across documents and their translations into any given language. A regularly updated terminology database is an essential way to ensure that Swisscom's business message will remain the same in different language regions.

Strengthening the brand. Successful brands create a positive impression and a positive customer experience, which in turn leads to customer loyalty. Clear and consistent corporate wording and minimal inconsistencies help to strengthen the Swisscom brand.

Centralized information. The database centralizes information used across the company, including by:

- Writers working in different specialties, such as technical writers and marketing writers
- Translators and reviewers for translating documents
- Proofreaders for final proof of various content
- The web team for quality assurance of Swisscom webpages

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