

STAR Servicios Lingüísticos in figures

Background: the economic situation in Spain in 2014

2014 was a difficult year for Spain. Although the country experienced a slight growth and more and more signs of economic improvement are emerging, the situation in 2014 continued very much along the same lines as Greece. The unemployment rate stood at 25%, with youth unemployment rising to 53%.

In light of the growing tax burden on private households and businesses, the black market rose to form 19% of the Spanish gross domestic product. In the Corruption Perceptions Index 2014 by Transparency International, Spain is listed in 37th place, with 60 points out of a total of 100. Faith in the political system and the economy has diminished significantly, which makes it difficult to oppose the centrifugal tendencies of national movements and populist political trends. Private sector borrowing fell further in 2014, which meant that money ceased to flow to companies and they were thus afraid to continue to invest. Although the tax revenue increased, the public debt continued to rise despite massive spending cuts, for example, in health care and education (as is so often the case, cuts were made in the wrong places).

One of the few rays of hope in 2014 was the development of the Spanish export industry. Some years ago, Spanish companies began to orient themselves more towards foreign markets and have steadily improved their international competitiveness. As a result of this, exports and export quotas have increased continually in recent years. Companies such as STAR Servicios Lingüísticos, providing multilingual communication services, are of strategic importance to these export companies.

STAR Servicios Lingüísticos providing services to Spanish export companies: adaptable, flexible and motivated

This is the background against which small and medium-sized companies, including STAR Servicios Lingüísticos, must compete. It should therefore be seen as a success that the Barcelona-based translation company only suffered a slight drop in sales in comparison to the previous year. As such, no less work was carried out at STAR, the number of projects increased from 5,809 in 2013 to 6,550 in 2014. In 2014, a total of 35 million words were translated, compared to 33 million in 2013, a clear indication that the Spanish translation company knows how to take advantage of state-of-the-art translation technology in order to provide its customers with significant cost savings. The number of translated language combinations remained virtually unchanged: more than 130 language combinations, in which technical documentation, marketing texts,

websites and many other types of text were translated. The number of interpreting jobs also remained more or less the same: on more than 50 occasions, STAR's interpreters provided multilingual communication services for business meetings, training courses of international companies or teleconferences.

Facts: punctuality, quality, customer satisfaction

Given the wide range of solutions for multilingual communication, the Key Performance Indicators are impressive, reflecting the quality of service and the satisfaction of the customers of STAR Servicios Lingüísticos. To give an example, 99.97% of all projects in 2014 were delivered on time or ahead of schedule. In 99.04% of cases, the services provided matched the expectations of the customer, and the customer satisfaction survey gave a result of 8.27 on a scale of 1 to 10.

About [STAR Servicios Lingüísticos](#)

The Barcelona based translation company STAR Servicios Lingüísticos [www.star-spain.com] is part of the STAR group. Founded in Switzerland in 1984; the STAR group currently has 44 offices worldwide and more than 800 employees. The Spanish office, a leading company in translation services and the development of linguistic technology, has experienced continuous growth since its foundation and its clients include prestigious brands such as BMW, Bosch, BSH, Bulgari, Cartier, Leica, Konica Minolta, Lidl, Peugeot, Renault, Roche, Siemens, Toyota and Volkswagen. The key to STAR's success is its capacity to provide its clients with high quality economical solutions for international communication. STAR is certified according to ISO 9001 and UNE EN 15038.