

Competitive Translation Cost Survey & Customer Satisfaction Ratings

2012 Results



Bridging the language gap

On time. On target. On budget.

One of the most frequently asked questions is...

"We have received quotations from 5 different companies which vary greatly in terms of cost! How do I choose the translation service that provides us with the best value?"

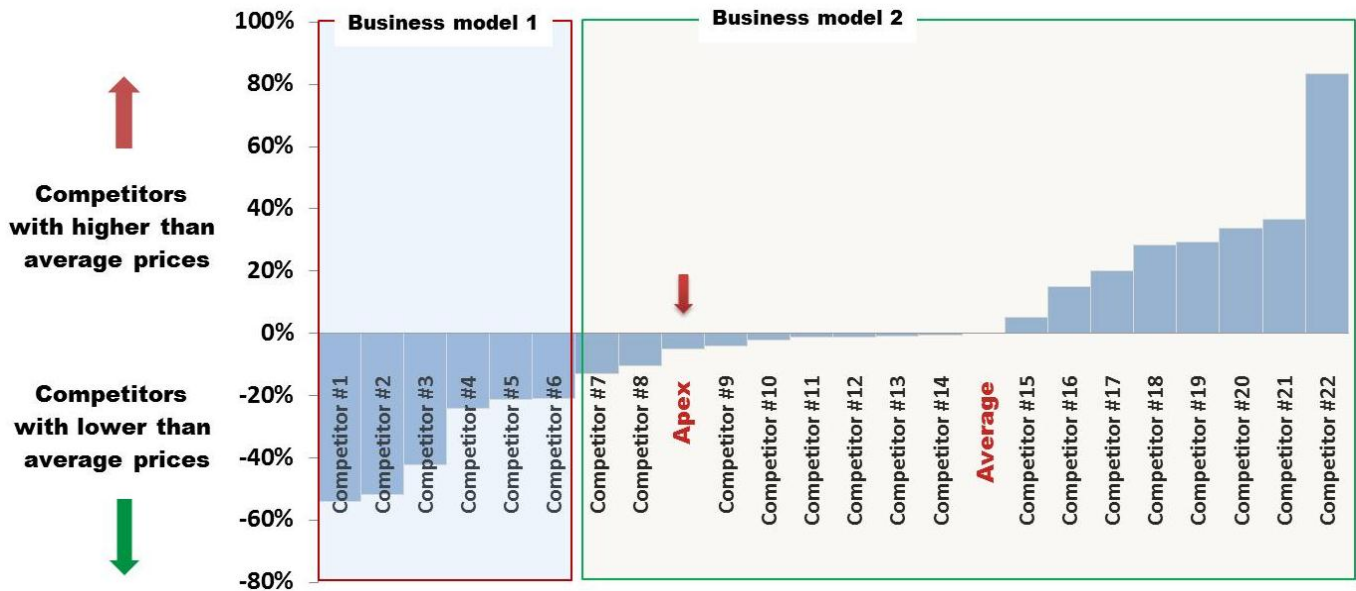
In your quest to narrow your choice of a translation service provider for your company, you will probably neither accept excessively high cost as an inevitable condition to obtain top quality, nor will you go with the lowest bidder, regardless of how these may affect the quality of the translation. Instead, we assume that your key selection criterion will be based on your desire to obtain the best possible quality at the lowest possible cost – or the best **cost/benefit value for your investment**.

This document should provide the information you may find useful in your selection process.

(1) Competitive Translation Cost Survey - Results:

Once a year, we conduct a detailed analysis by surveying the pricing of Apex' competitors in order to better understand our competitive position in the marketplace. The chart below shows the results of our most recent analysis:

Project cost variation among 22 competitors



Results: From the 22 companies that we surveyed, 14 companies were up to 83.5% more expensive than Apex, and 8 companies were up to 53.9% less expensive. **This places Apex in the 36th cost percentile of all competitors surveyed.**

If our competitors have not provided you with similar information about their cost and quality performance, please ask them to provide it. If a company cannot provide meaningful information, that fact in itself should give you pause.

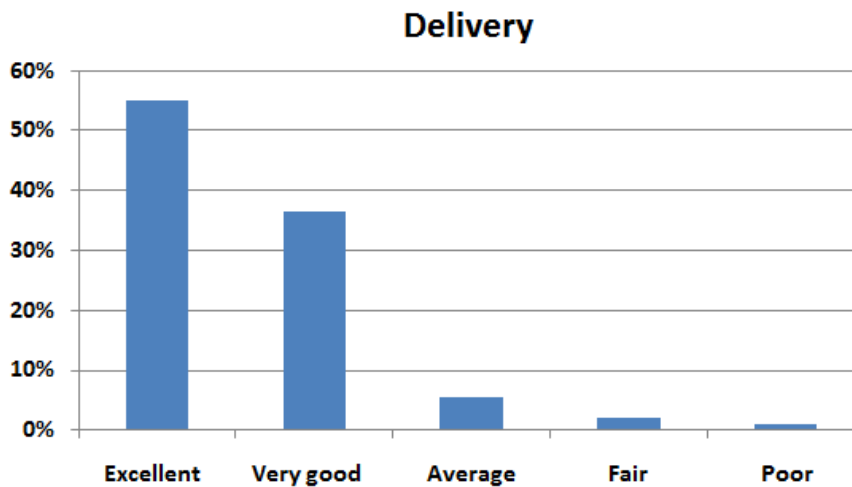
(2) Customer Satisfaction Ratings - Results:

Apex performs surveys on an ongoing basis asking our clients to rate our services in terms of our translation quality, on-time delivery, and quality of interaction. The charts below show our most recent results:



Results: 95.0 % of our clients gave Apex excellent or very good marks for translation quality.

Customer Satisfaction Rating: 4.75 out of 5.

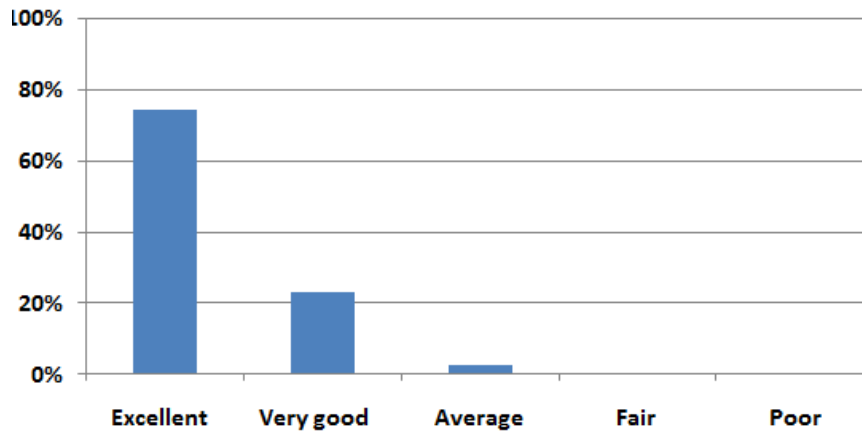


Results: 91.5 % of our clients gave Apex excellent or very good marks for delivery performance.

Customer Satisfaction Rating: 4.57 out of 5.



Customer Satisfaction



Results: 97.4 % of our clients gave Apex excellent or very good marks for customer satisfaction.

Customer Satisfaction Rating: 4.87 out of 5.



Average Customer Satisfaction Rating: 4.7 out of 5



Contact an Apex representative at CustServ@apex-translations.com to learn more about our translation services, or call us at (USA) 1-800-634-4880 (INTL) 001-252-791-9902.