



UNIT 4

Element 1 – Learning Outcome 2

TRANSCRIPT: COSTUMER ACQUISITION



Table of contents

1	Slide 1	4
2	Slide 2	4
3	Slide 3	4
4	Slide 4	4
5	Slide 5	4
6	Slide 6	4
7	Slide 7	4
8	Slide 8	5
9	Slide 9	5
10	Slide 10	5
11	Slide 11	5
12	Slide 12	5
13	Slide 13	6
14	Slide 14	6
15	Slide 15	6
16	Slide 16	7
17	Slide 17	7
18	Slide 18	8
19	Slide 19	8
20	Slide 20	8
21	Slide 21	9
22	Slide 22	9
23	Slide 23	9
24	Slide 24	9
25	Slide 25	9
26	Voiceover	10
27	Disclaimer, acknowledgement and copyright information	11

28 Additional metadata

11

1 Slide 1

Intro-video.

2 Slide 2

Welcome to this video-lecture of Live Text Access: Training for real-time intralingual subtitles.

3 Slide 3

This is Unit 4 Entrepreneurship and service competence - Element 1: Management and interpersonal skills.

4 Slide 4

This lecture is about basics of customer acquisition. The materials are created by SUBTI-Access and ZDF Digital.

5 Slide 5

This is the learning outcome: Identify possible clients and sponsors in his/her country of real-time intralingual subtitling service.

6 Slide 6

In this video-lecture I will talk about a few aspects of customer acquisition management rudimentary at first. After that more into detail about strategies which are speech to text-job-related. And at the end I will sum everything up shortly.

7 Slide 7

First of all a few words about customer acquisition management in general.

8 Slide 8

Customer acquisition management is a set of techniques used to manage customer interests and inquiries generated by marketing. Customer acquisition management can be considered as the connection between advertising and customer relationship management to acquire new customers.

The first step of any basic customer acquisition plan is to identify quality potential customers. And that's what we're focusing on in this lecture.

9 Slide 9

But at first a few more points about customer acquisition and Business Management.

When you want to find clients and get new jobs, a relationship with the prospects needs to be established. You need to identify their needs and check if your product fulfils those needs.

The goal of this process is to create a systematic, sustainable acquisition strategy that can evolve with new trends and changes.

10 Slide 10

Customer acquisition is therefore about winning new customers for your company or your services you are providing. There are various methods for this, which are roughly divided into cold and warm canvassing. In cold calling, there is no contact with the potential customers yet. It means for example calling or visiting a possible customer to try to sell them something without being asked by the customer to do so. In warm acquisition, a relationship already exists, for example, a prospect receives your newsletter.

11 Slide 11

What strategies are useful to identify possible clients as a speech to text interpreter?

12 Slide 12

At listing different strategies to identify possible clients I must make a distinction between different jobs of real-time intralingual subtitling services. I distinguish between client acquisition for TV stations, speech to text for big events and speech to text for individual disabled people. The way to identify and find possible clients is for every kind of job slightly different.

13 Slide 13

But what all client acquisition strategies have in common is following.

It's unavoidable to make a good planning and a careful market analysis, so you get an overview of providers, products already offered and what is asked on the market. Make researches who is offering live speech to text services or live subtitles. This way, you can identify possible clients. Like providers, channels, organizer, promoter, companies and so on.

The government regulations of accessibility in the respective country must be checked. This way you can maybe also spot jobs or clients who you didn't had in mind.

A good research is necessary and very important. Check supporter, sponsors, associations, public tenders, trade fairs, events, current debates, and so on.

And of course get in touch with others in the industry. Due to direct exchange of information, it is easy to stay up to date.

14 Slide 14

It is important to attract attention. How do you attract attention as a provider?

First of all, it is good to have a meaningful internet presence. For example with a good structured website which is easy to find. Keep in mind that it's very important to create it accessible for all. Because some possible clients maybe depend on this. For example private disabled people who wants to assign you for accessibility services. This refers especially to speech to text jobs for individual Deaf or Hard of Hearing people.

What else is important to attract attention?

In these times a lot of exchange and information retrieval is happening at social media. You can follow for example associations and attract attention due to commenting or reposting their posts.

Of course you need an own profile and be active.

Sign up in online business networks like LinkedIn. Here you also can connect with others and catch attention.

15 Slide 15

Unavoidable in this industry is to participate at trade fairs, exhibitions and conferences. There you can establish contacts, get to know the structures and of course attract attention.

Like I mentioned before one method of customer acquisition is cold calling. When you have identified possible clients or sponsors, you can get in touch with them even when they don't know you yet. This can happen for example through Emails. You can write a direct message or send a form of newsletter. And of course you can call or pass by personally and explain what you are offering and how important accessibility is. Maybe some potential clients are not aware of it.

Another marketing tool is to make sponsoring at trade fairs and conferences. That point is interesting for companies above all. When it's an event with a big reach, a lot of people become aware of your real-time intralingual subtitling or speech to text service.

When there are public tenders, participate. Even when you won't win it and get the job, people get to know you and maybe keep you in mind for other offers.

16 Slide 16

Public tenders are a very important way in this industry to get a job. Especially for Live-Subtitling for TV or big events. How do you find out about tenders?

The easiest way is to make researches on the internet. There are special platforms where tenders are published.

When you receive newsletters of internals of the industry read them carefully. Sometimes also on this way provider call for tenders and the participation.

And of course on trade fairs and conferences the chances are good to hear about tenders.

Furthermore public tenders can be found at social media, the personnel contact to others and networking.

17 Slide 17

As for events it is very helpful to have a clear picture of which potential customers are out there and who could use this service.

This could be an organization or an NGO that organize events which also include deaf or Hard of Hearing participants. Or international events where not all participants are fluent in English.

These could be contacted and then you can also explain why it is important their meetings are accessible for everyone. Mentioning for example the UNCRPD.

Convention on the Rights of Persons with Disabilities. It is the first comprehensive human rights treaty of the 21st century.

18 Slide 18

Another opportunity to get a job is due recommendation. Of course it is necessary here that you have already done a good job.

When the feedback was positive you can get references.

Besides that, once you start to work as an interpreter, you will usually create a circle of clients you work for. And this will grow once you do more and more jobs.

Colleagues among themselves exchange jobs or refer to clients if they cannot do jobs themselves. So it is important to have a good relationship with your colleagues.

Another good strategy of getting experience and getting in contact with other people and organisations, is to ask fellow interpreters if you can attend a meeting just for practice purposes. So sit in the background and also practice during a meeting.

19 Slide 19

Other helpful points that you need to keep in mind which help you to get in touch with potential clients:

Keep your website or your job-profile updated. When jobs were fulfilled add them to your portfolio.

As a speech to text interpreter you need to check the information through organizations and agencies regularly. There you can find Hard of Hearing or Deaf clients via the user's organizations.

Disabled people ask for an interpreter there.

20 Slide 20

It's helpful to have the user's point of view in mind. So let's have a look.

Deaf or Hard of Hearing users can contact speech to text interpreters for daily support or special events. The most users are booking people with whom they already had good experience. Or from whom they know that they did a good job for another user. The community is well connected and they exchange information with each other.

Users can apply to organisations and ask for interpreters. They often offer to check which registered interpreter is free to work for the time in demand.

On some national interpreters authority websites you can see how many speech to text companies there are, their names and also in which area of the country they operate.

Each country has their own system. In some countries only the way via an organisation is possible. So that the client or user can't chooses by itself a speech to text interpreter.

In some countries the deaf and hard of hearing people are granted a certain number of hours of speech to text per year.

An example of Denmark: When there disabled people like deaf or hard of hearing people do political work within disability at national and international level, they can book speech to text interpreters for free. But unfortunately this is often unrecognized even by the authorities. So this can often a struggle for the user.

21 Slide 21

Summary.

22 Slide 22

Customer acquisition management can be considered as the connection between advertising and customer relationship management to acquire new customers.

The first step of any basic customer acquisition plan is to identify quality potential customers and their needs.

23 Slide 23

A careful market analysis is unavoidable and very important.

To appear as a provider, you need to attract attention through various techniques and strategies.

It's necessary to stay up to date and be present at the internet, at conferences, fair trades and other events.

To have the user's point of view in mind could be helpful. This other perspective can enable new ways of thinking.

24 Slide 24

Exercises.

25 Slide 25

The exercises for this video lecture are in the trainer's guide and at the PowerPoint file.

26 Voiceover

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