

# case study

industry: interpreting services



## task

- To create a vehicle that Language Line Services (LLS) could use to engage the interest of Financial Sector (FS) clients
- To obtain a greater understanding of the Polish community and the financial issues that they face in the UK
- To attract and sustain interest with prospective Financial Service clients
- To equip LLS with unique insights to deploy during the tender process



## approach

Emmett & Smith designed a research programme which was undertaken amongst the Polish community. The programme was specifically developed to identify and understand the target group's financial issues. It was executed by professional researchers who were also Polish nationals to minimise miscommunication and make respondents comfortable. Fieldwork secured 150 respondents



## result

The project delivered clear indicators as the needs, challenges and opportunities of the Polish community in the UK. The findings also provided LLS with the vehicle it sought to secure the interest of key FS institutions enabling it to bring something new and valuable to the negotiation table. The intelligence was also used to further substantiate business models advocating the expansion of the LLS service within the FS



## verdict

“Throughout our relationship with Emmett & Smith the team have continuously impressed us with their understanding of our business. They have continually aligned the PR to our evolving business strategy. The research has provided us with an invaluable tool and has opened windows of opportunity with prospect clients.”

- Communications strategy development
- Campaign planning
- Exemplary implementation

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