

QUALITY POLICY



RAPTRAD IMAGINE: MULTILINGUAL COLLECTIVE INTELLIGENCE

We produce, translate and optimize the multi-channel marketing and technical content that characterizes modern communications.

Today, traditional technical and marketing content is distributed on a multitude of multilingual digital media. Our cultural understanding and our strong command of traditional and digital technologies, and of generative AI enable us to take up the specific challenges and demands of internationalization, authoring, translation, localization and linguistic and communications engineering of businesses operating on an international stage.

As a tightly-knit SME, and a subsidiary of the [AREA & Partners](#) Group, we stand out through the creativity of our offer, the quality of our integrated expertise, our innovation and the constant improvement of our performance.

OUR CUSTOMERS ARE AT THE HEART OF OUR STRATEGY

Our customers, which are predominately large companies, are the ambassadors of our company and expect our teams to be dedicated, competent, flexible and responsive. They also expect innovative solutions to drive their development.

To meet these expectations, we have built our management system on four pillars: expertise, responsiveness, quality and innovation.

OUR APPROACH TO REACH THESE GOALS

- **Improve** our internal methods constantly to maximize our added value.
- **Strengthen** our network of external employees and international partners to remain capable of meeting the demands of major multilingual markets.
- **Broaden** the secure collaborative environment to share information inside the company, and with customers and suppliers.
- **Pursue** the profitable growth that enables us to satisfy our customers through innovation and performance.



The indicators applied to our entire process are analyzed regularly. Angélique Brenot and Layla Van Den Bossche have been selected to ensure the sustainability of this approach for [RAPTRAD IMAGINE](#) and [RAPTRAD SUD-OUEST](#) respectively.

We commit to implementing all the human, material and financial resources necessary to meet the requirements of ISO 9001, and to pursuing a continual improvement policy of our activity. These objectives can only be met with the participation of the entire team, which is why it is important to adhere to and contribute to this policy.

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PERFORMANCE PILLAR

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