



# HOW DOES TRANSLATION HELP COMPANIES GROW?

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## Translation quality is risk avoidance

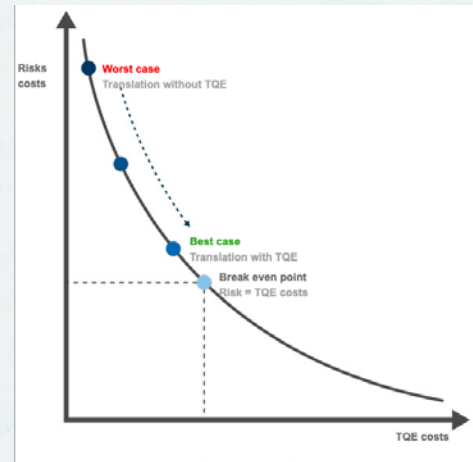
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# Translation quality is risk avoidance

Translation risks are frequently:

- ignored
- underestimated
- undetected
- delegated on to external language service providers
- allocated to general terms and conditions and liability insurances



# Translation quality is risk avoidance

RISK MATRIX FOR TRANSLATIONS

Almost certain	significant	high	high	high	critical
Likely	significant	significant	high	high	high
Possible	moderate	significant	significant	significant	high
Unlikely	low	moderate	significant	significant	significant
Rare	low	low	moderate	moderate	significant
	Internal communication becomes more difficult or impossible	Damage to the company's reputation or the company's image	Handling of the product hindered or impossible	Risk of property damage and/or financial loss	Danger to life and limb



# Translation quality is risk avoidance



Error category	Abbreviation	Serious error	Minor error
1. Wrong term <i>A term (domain-specific word) is translated with a term other than the one expected for the domain or otherwise specified</i>	WT	5	2
2. Wrong meaning <i>The target content does not accurately represent the source content</i>	WM	5	2
3. Omission <i>Content is missing from the translation that is present in the source</i>	OM	4	2
4. Structural error <i>Issues related to the grammar or syntax of the text, other than spelling and orthography</i>	SE	4	2
5. Misspelling <i>Issues related to spelling of words</i>	SP	3	1
6. Punctuation error <i>Issues related to the mechanical presentation of text. This category should be used for any typographical errors other than spelling</i>	PE	2	1
7. Formatting error <i>There is a problem relating to design aspects (vs. linguistic aspects) of the content</i>	FE	2	1
8. Locale convention error <i>Content specific to the source locale does not apply to the intended target locale, audience or purpose</i>	LO	3	1
9. Customer specifications error <i>The target content does not accurately represent the source content</i>	CS	4	2
10. Miscellaneous errors <i>This category should be used for any errors that cannot fit to the other categories, such as stylistic problems</i>	ME	3	1

# Translation quality is risk avoidance



## Parameter 1

Risk level

### Impact

- a. low
- b. moderate
- c. high
- d. critical
- e. threatening

### Probability

- a. very unlikely
- b. unlikely
- c. possible
- d. probable
- e. highly probable

## Parameter 2

Quality level

### Segments to check

- a. only new translated segments
- b. only pretranslated segments
- c. all segments

### Evaluation method

- a. Quick Check (quality evaluation with error category and severity)
- b. Deep Scan (quality evaluation with error category and severity, suggested correction and commented corrections)

### Quality score threshold

- a. 80% (20 EP/1000 words)
- b. 90% (10 EP/1000 words)

### Sample

- b. 25%
- c. 50%
- d. 75%
- e. 100%
- f. other

### Superordinate rules

- a. SLT
- b. REF
- c. REP
- d. KO

## Parameter 3

QA model

### QA models

SAE-J2450	myproof
a. WT	a. WT
b. WM	b. WM
c. OM	c. OM
d. SE	d. SE
e. SP	e. SP
f. PE	f. PE
g. ME	g. ME
	f. FE
	g. LO
	h. CS

## Parameter 4

QA output

### Corrections

- a. with/without suggested corrections
- b. with/without commented corrections
- c. with/without track changes
- d. with/without superordinate rules

### Verantwortliche Rolle

- a. LSP/Translator
- b. Revisor
- c. Proofreader
- d. QA expert
- e. QA projectmanager
- f. Client/branch

## Parameter 5

QA escalation

### QA level

- a. TQE successful
- b. TQE passed
- c. TQE failed

### Escalation models

- a. Higher sample

and/or

- b. Other segment types

and/or

- c. Other QA model

and/or

- d. Other evaluation model

and/or

- e. Higher QA score threshold

and/or

- f. Other superordinate rules



# Translation quality is risk avoidance

## Translation Quality KPIs

Select time period

All

Successful

Failed

Source language(s)

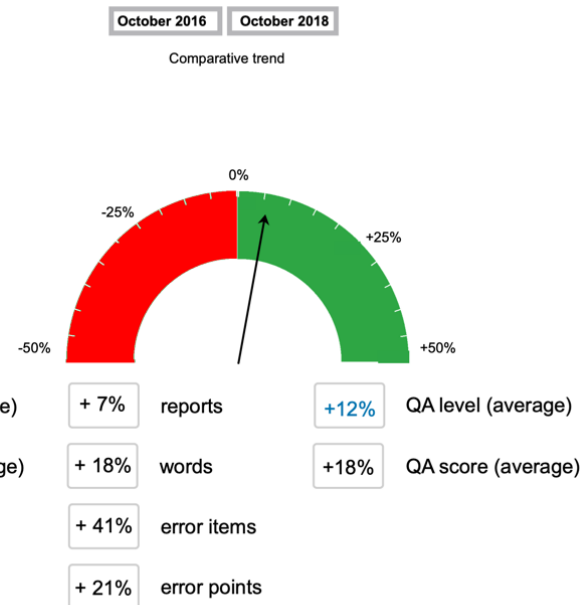
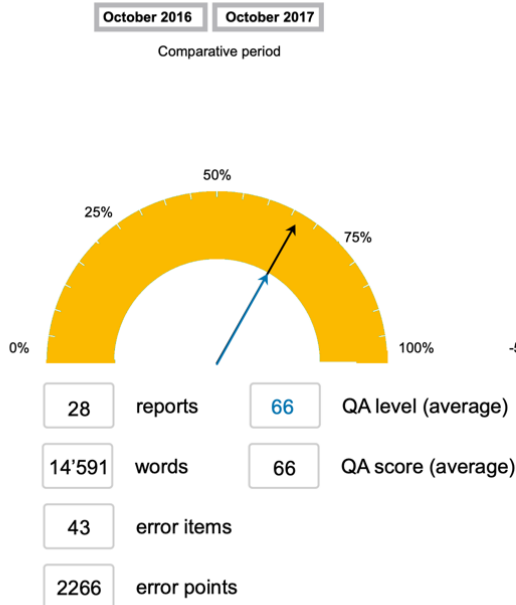
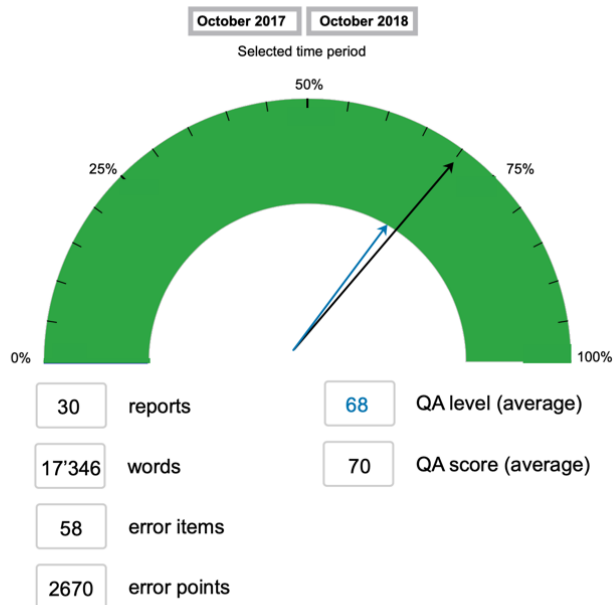
Target language(s)

Industry sector(s)

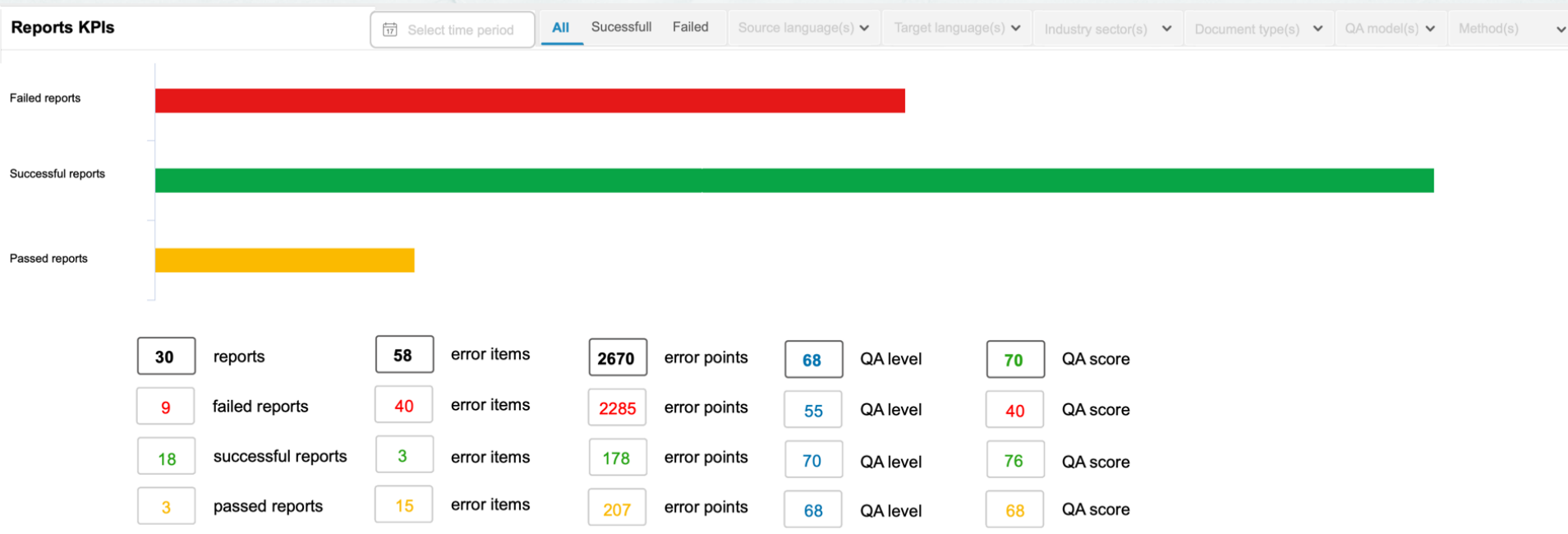
Document type(s)

QA model(s)

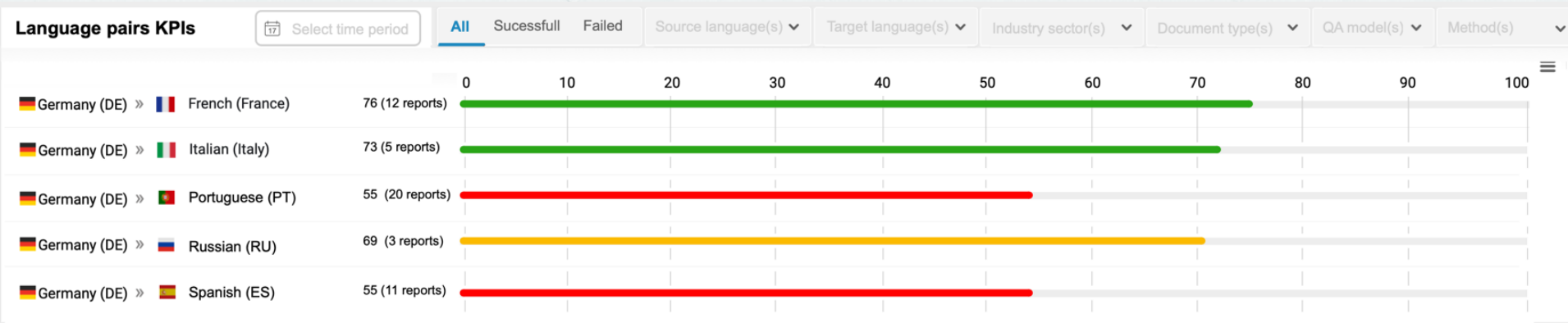
Method(s)



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## Document types KPIs

Select time period

LSP \*

Source language(s)

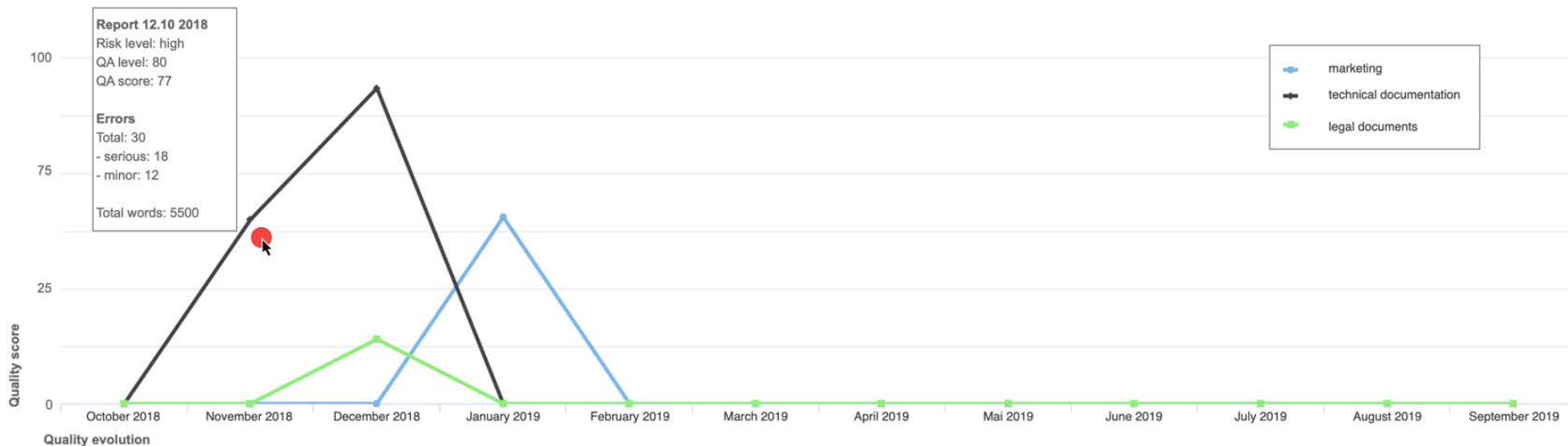
Target language(s)

Industry sector(s)

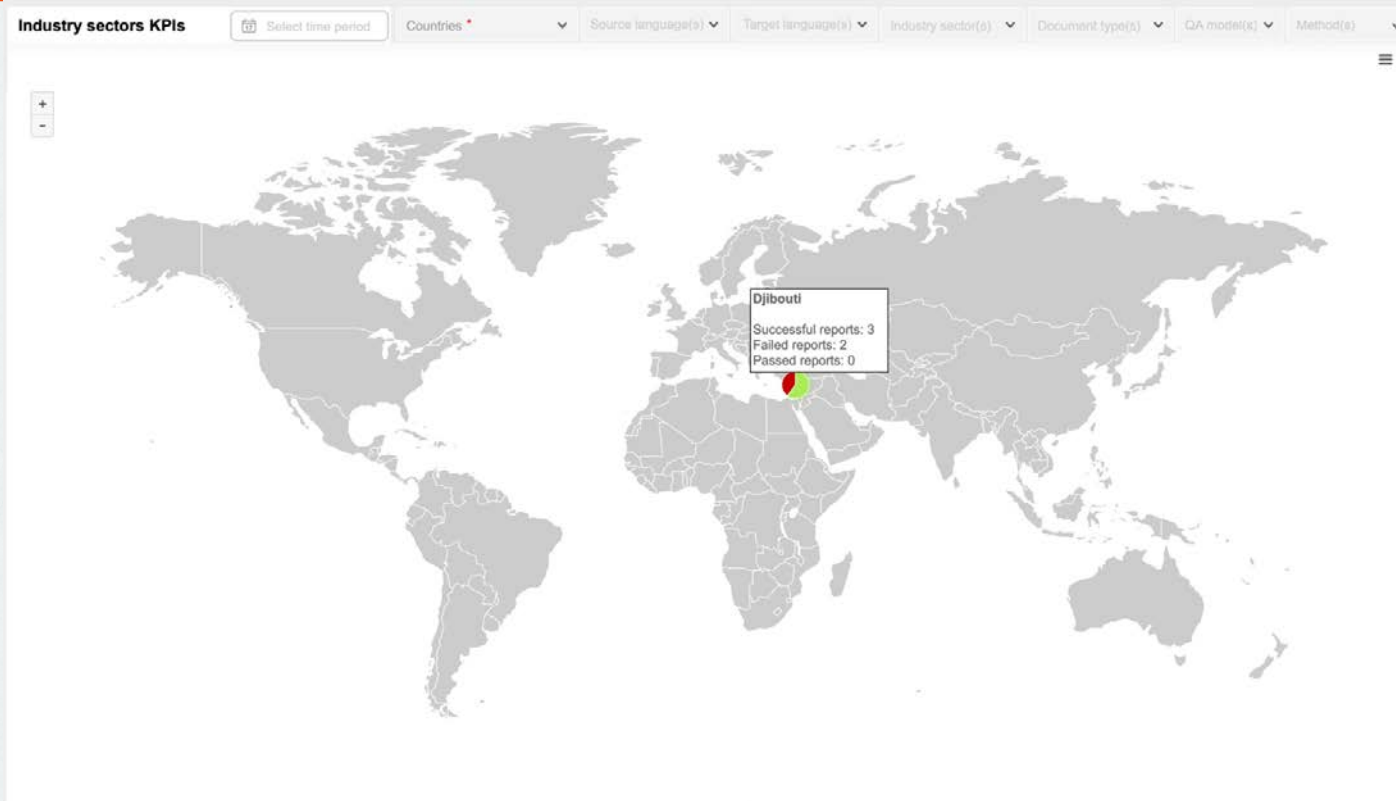
Document type(s)

QA model(s)

Method(s)



# Translation quality is risk avoidance



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## Error intelligence

### Filters for projects

Time period

Source language(s)

Target language(s)

Industry sector(s)

Document type(s)

LSP

QA model(s)

Evaluation method(s)

HIDE ADDITIONAL FILTERS

### Filters for segments

Search

☐ Only segments with a statement of

☐ Only segments with the error severity

☐ Only segments with  errors points

☐ Only segments with the status

☐ Only segments with the error category

☐ Only segments with the error meta rule

☐ Only segments with this expression

☐ in the source language

☐ in the target language

№	SEGM	SOURCE	TARGET	CORRECTION	COMMENT	ERROR INFO		NOTES
1	3	2 Anforderungen an die Produktion von elektrischen/elektronischen Baugruppen und Bauteilen	2 Requirements for the production of electrical/electronic assemblies and components	2 Requirements for the production of electrical/electronic assemblies	"apfel" wurde mit "banane" übersetzt.	Category	Wrong meaning	1
						Severity	Major	<input type="button" value="Add"/>
						Weight	1	<input type="button" value="Edit"/>
						Rule(s)	SLT	
						KO error	No	
						Error point: 3 <input type="button" value="Info"/> <input type="button" value="Edit"/> <input type="button" value="Project"/>		

Mockrát děkujeme!  
Σας ευχαριστούμε πολύ!  
Muito obrigado! Go raibh maith agaibh!  
Vielen Dank! Mulțumesc!  
Nuoširdžiai dėkojame! Najlepša hvala!  
Благодаря! Köszönjük szépen!  
Merci beaucoup! Grazie mille!  
Ďakujeme vám veľmi pekne! Hartelijk dank!  
Tack så mycket! Liels paldies! Kiiitos!  
Hvala lijepa! Nirringrazzjawk ħafna!  
Dziękujemy za uwagę! Muchas gracias!  
Mange tak!



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