



Managing expectations – Working together with Translation Service Providers



THE DEFINITION OF TRANSLATION QUALITY

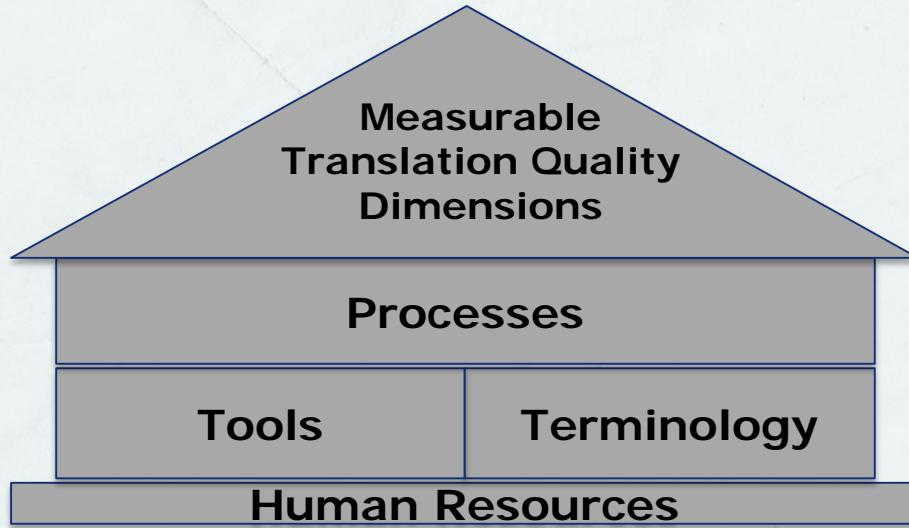
- Definition of **translation quality** → definition of **quality**

ISO
9000(2015):

"degree to which
a set of inherent
characteristics of
an *object* fulfils
requirements"

- ➡ Translation Quality = meeting predefined, agreed upon expectations
- ➡ Define and communicate key aspects of what you expect from your TSP!

THE TRANSLATION QUALITY HOUSE



HUMAN RESOURCES

- ▶ Team structure and headcount
 - ▶ definition of responsibilities
 - ▶ number of PMs
 - ▶ escalation procedures
- ▶ Qualifications & competences of translators, revisors and PMs
 - ▶ →ISO 17100
- ▶ Translation into native language: useful – or not?
- ▶ Fixed team of regular translators and revisors
- ▶ Professional approach
 - ▶ criticism
 - ▶ feedback
 - ▶ life-long learning

- ▶ Predefined Translation Memory System (TMS)
- ▶ Predefined TMS settings
 - ▶ match ranges
 - ▶ editor window settings
- ▶ Predefined QA settings for QA check tool → **process**
- ▶ Providing pre-translated translation files
- ▶ Providing structured, up-to-date translation memories
- ▶ Predefined hierarchy of TMs
 - ▶ combinations
 - ▶ rankings
 - ▶ penalties

TERMINOLOGY

- ▶ Providing up-to-date, maintained terminology data bases
- ▶ Predefined use of terminology bases
 - ▶ rankings
 - ▶ penalties
 - ▶ settings
 - ▶ fields to display
- ▶ Terminology mining before and after translation

PROCESS

- ▶ Pre-negotiated prices, language pairs and TSP's FL resources
- ▶ Guaranteed turnaround times and volumes
- ▶ Availability times & communication
 - ▶ telephone, email, mailing lists
- ▶ Translation order management
 - ▶ response times
 - ▶ required job data & POs
 - ▶ access to and handling of the translation management system
- ▶ Query management & procedures
- ▶ Delivery, layout and DTP
- ▶ 4-eye principle & quality assurance processes
 - ▶ mandatory checks & check-lists

MEASURABLE TRANSLATION QUALITY DIMENSIONS

- ▶ Correct meaning
- ▶ Numbers, values
- ▶ Locale
- ▶ Terminology and consistency
- ▶ Layout & mark-ups
- ▶ Style & style guides
- ▶ Spelling, grammar, punctuation

Depending on their context, minor mistakes can become major mistakes

TRANSLATION ASSESSMENT AND FEEDBACK

- ▶ **Objective, clearly defined**, transparent and **measurable** criteria
 - ▶ Numerical score sheet evaluation → error score
 - ▶ Cut-off thresholds & knock-out errors
 - ▶ Feedback to the TSP
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- ▶ Development of long term KPIs
 - ▶ Evaluation of error patterns
 - ▶ Monitoring the TSP's learning curve
 - ▶ Decision basis for increasing contract volume or terminating contract

CONCLUSION

- ▶ Communication
- ▶ Collaboration
- ▶ Create process guardrails
- ▶ Contract details
- ▶ Checking and monitoring

Define, set and enforce the collaboration framework =
Your expectations will be met! 😊

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