

**An International Communication by
Design, Inc. (ICD) Case Study**



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International Communication by Design

Translate to EvolveSM

ICD Case Study: Use of Peer Translator Reviews

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Introduction

This case study describes specific challenges encountered by a global financial company, Global XYZ Company, in translating and reviewing their translated content. This study yields conclusions that ICD and Global XYZ drew from this project and recommendations for future projects.

Project background

Global XYZ Company needed to create bilingual forms for financial products that the company offers to international customers.

As financial advisors who sell Global XYZ products meet with their prospective customers, they complete lengthy and complex investment contracts. Generally, the financial advisor is bilingual in English and the native language of the prospective customer.

The primary challenges posed by this project for Global XYZ Company were:

- To translate its investment contracts, which are legal instruments, into bilingual documents that retain the necessary level of complexity while offering ease of use for financial advisors and customers;
- To thoroughly review the translations to ensure accuracy, conformance to all legal and regulatory requirements, and harmonization of the translated content with the English source files.

The requirement

A required step in purchasing Global XYZ Company's financial products is the thorough completion of the investment contract. In its original form, the contract is lengthy; however, when translated the document expands to nearly twice its

original size. Often, these forms exceed 30 pages.

The translation phase

Currently, Global XYZ Company is translating its content into Spanish, Japanese, Traditional Chinese, Brazilian Portuguese, and French.

During translation, ensuring that the target language text agrees with the English source is critical especially given the legal nature of the contracts. In addition, the layout of the translated content within the form must be identical to the layout of the English source.

One reason for this is that advisors who work with the prospective customer may be working at a U.S. bank and talking to a client in another location, such as China or Brazil. By ensuring that the layout for both languages are in complete agreement, both the seller and the prospective buyer can easily locate the text being discussed during an international telephone call.

In addition, the English content must be as simple and straightforward as possible, given the broad range of language skill levels of the potential customer. Multiple customers with different language skills must be able to read the descriptions of these advanced financial products in order to accurately complete the necessary information.

Working with the LSP

Global XYZ Company reported that it learned alongside the localization service provider (LSP) during the project lifecycle. During regular meetings between Global XYZ company and the LSP, the willingness to be open to new ideas, the flexibility to change the process being used, and openness to implementing improvement measures all

contributed to making the translation process run more smoothly and saving costs and time.

The internal review process

When Global XYZ Company first began working with the LSP to translate their documents, they used internal employees to review the translations.

For example, as one of Global XYZ Company's associates spoke fluent Spanish, translations were routed to that associate who was responsible for reviewing the financial instruments and for assigning members of her team to assist in the review.

However, their internal reviewers each had their own stylistic preferences for how the translation should be worded. Although Global XYZ reviewers found the wording and meaning of the original translation to be correct, reviewers were requesting word changes based solely on personal preferences. In addition, because multiple internal reviewers were involved, different terms in the target language were being suggested.

Global XYZ's translation coordinator also found that unnecessary time was being spent in proposing incorrect changes to the translated text. In some cases, reviewers proposed changes to terms that the professional translator determined were incorrect translations of the original text. In a few instances, reviewers also requested specific changes and subsequently requested that the original wording of the translation be restored.

Because multiple reviewers were being used and each reviewer had different stylistic preferences, the Global XYZ translation coordinator found that the number of translation changes being submitted to the LSP was excessive and

that the changes were, in the majority of cases, unnecessary.

In addition, even though reviewers were provided with the capability to use the translation memory tool, in-house reviewers were reluctant to use it. Consequently, the LSP had to spend time updating the memory, which added to the cost of the translation project. Overall, Global XYZ determined that their process was too time consuming and too costly.

Because of the issues encountered with using an internal review process, the Global XYZ translation coordinator concluded that completing the translation project exceeded the budgeted time and costs of the project.

As a result, Global XYZ Company decided to adopt the recommendation of its LSP: to use peer translator reviewers, accredited by the American Translators Association, to review their translations.

An improved review process

To implement peer translator review, Global XYZ Company contracted with the LSP to first translate the content and subsequently to use a different, qualified and certified translator to review the translation. The peer translation reviewer then proofread all translations and conducted a thorough comparison of the translated content against the source.

With this type of review, the translator and reviewer are independent and serve different roles. When the translator and reviewer have differing opinions on correct terminology or correct phrasing to use, they consult with each other to determine the best wording possible in the target language.

Global XYZ found that by using peer translator reviews the quality of their translations improved and the amount of

time their associates spent on translations was significantly decreased.

Another benefit that Global XYZ realized from peer translator reviews was improved quality of their translation memories because both the translator and peer reviewer were well versed in use of translation memory tools.

By ensuring timely updates of their translation memories, Global XYZ found that the memories could be rapidly reused within the current translation project. In addition, Global XYZ Company expects to see additional cost savings and consistency in future projects because their memories are kept current.

Another aspect of Global XYZ Company's translation process is the implementation of limited print runs. In refining their process, Global XYZ decided to do initial print runs of only 2,000 copies of the documents in each language. The company found that if an advisor identifies a material error within a translated document, they can more cost effectively modify the translation and save on large reprint runs.

Quantifying the benefits

Overall, Global XYZ determined that the cost to use a peer translator was not higher than using internal reviewers and that their project timelines were not adversely affected. On the contrary, Global XYZ found that using peer translator review was more cost effective and took less time than using their internal review process. Global XYZ has since elected not to use internal reviewers. The company reports that they are highly pleased with the new process and the result.

Reporting that they have observed reductions in the costs of translation and the time to translate, Global XYZ found

that by using peer translator reviewers, they can generally translate, layout, review and print a document in one language in about 35 business days. When Global XYZ was using internal reviewers, they found that the same process took about 90 business days.

The cost per document to fully translate, review, desktop publish and print a document was also running at about \$11,000 per document, averaged across all languages, when Global XYZ used internal translators. Now that the company is using peer translator review, the per document cost, averaged across all languages, is \$8,500 to \$9,000.

For the entire project, the Global XYZ translation coordinator also reported that by using peer translator review, she has reduced the amount of time that she spends on a typical translation project by 80 hours.

In addition, when any translation errors that were not identified by the peer translator were missed during the review, those errors were quickly implemented.

Another factor that Global XYZ felt weighed in favor of using peer translator review was the LSP's guarantee on the translation and the review. Global XYZ also elected to add a disclaimer on their financial instruments indicating that the English version of the text is the governing language.

End user reaction

Once the final documents were available, Global XYZ's translation coordinator worked closely with the end users of the documents—the financial advisors—to assess their reaction to the contracts. Those advisors reported to Global XYZ that they were highly satisfied with the translations and with the format of the contracts.

Part of their satisfaction stemmed from the close mirroring of the English content with the translation during the desktop publishing phase.

Lessons learned

Use peer translator reviews

- Significant time and cost savings can be realized, as evidenced by the quantifiable savings noted by Global XYZ Company.
- Internal reviewers have more time to perform their daily jobs and are not distracted by conducting translation reviews.
- The consistency of the translation is improved.
- The quality of the translation memory improves. Translation memories—an important business asset—are updated in a timely manner.

Define requirements

- Become aware of any regulatory or legal requirements for content before sending it to the LSP for translation.
- Communicate such requirements to your LSP and set up regular progress meetings, as needed, to stay on track.
- Develop glossaries of specific terms used in your industry or by your company and provide those glossaries to your LSP. Use of such glossaries promotes consistency and helps to reduce translation costs.

Understand local preferences

- Know that when you localize, your target audience may have specific preferences for language and usage.

- Determine what local regulations apply to your product and to the text that supports it; ensure you have planned for these regulations before you begin translation.
- Work with knowledgeable representatives in country who are familiar with customer needs, local customs, local regulations, and legal requirements.

Want to know more?

For more information on translating and reviewing your vital business documents and to learn how you can improve your translation and source quality, contact International Communication by Design, Inc. at info@icdtranslation.com.

When you need complete globalization services, trust ICD for on-time and accurate language translation services.

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