

# Translation Quality – No longer in the eyes of the beholder

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## The Traditional Viewpoint

- Subjective (In the eyes of the beholder).
- Built on trust over time.
- Encompasses the buddy/buddy network.



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## Importance for the Domain/Marketplace

- Affects on the prestige and the respect accorded to the profession.
- Importance to culture and diversity.
- Influence over contracting decisions.
- Important for expanding International commerce.
- Potential harmful and/or dangerous affects from a monetary/physical point of view re the quality of translations.



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## Importance to Business

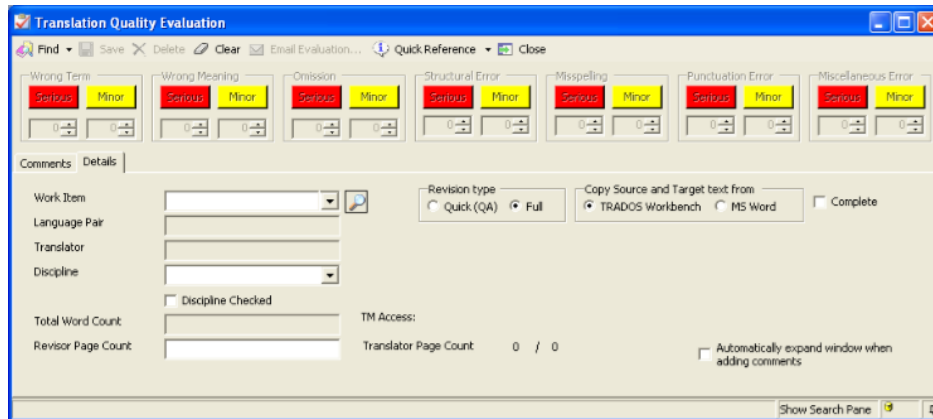
- Help expand global sales.
- Improve integration and productivity of multilingual and diversified teams.
- In respect of LSP's
  - One of the basis's of your reputation.
  - Influence sales and growth.
  - Direct affect on bad debt.
  - Ability to attract staff.



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# Lexi-tech's Unique Approach

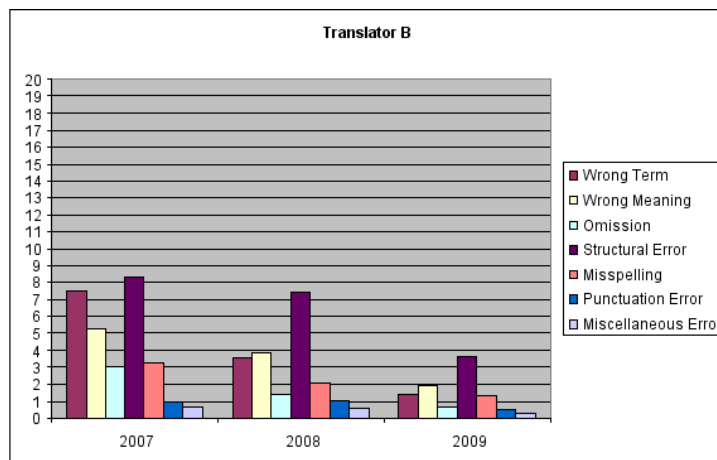
- Adopt/develop a standard for recording errors.
- Build a software interface for recording this information.



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## Approach cont'd

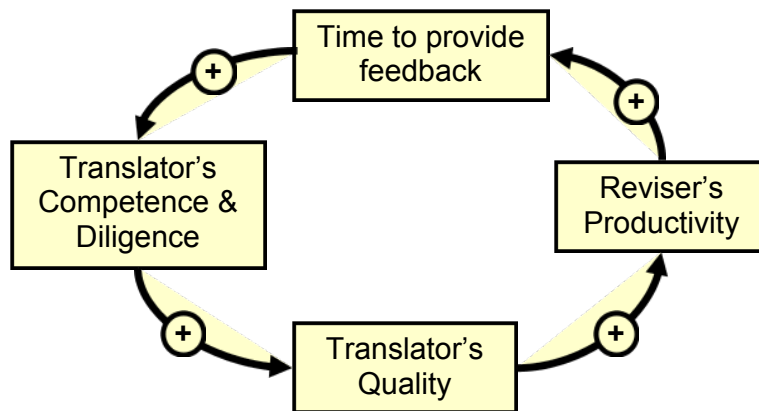
- Categorize errors by job within 7 distinct categories.



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## Approach cont'd

- Provide systematic and standardized feed back on jobs to translators.
- Learn from your errors through feedback mechanism.



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## Approach cont'd

- Use quality data to build a statistical model for determining the effort required in respect of editing/revision & proofreading.



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# Benefits of Measured Quality

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- Job satisfaction for translators.
- Identification of training opportunities.
- Improved speed of a translators learning curve.
- Excellent tool for performance reviews and career path planning.
- Improved placement of texts with best qualified resources.
- Improve editor/reviser throughput hence saving time and money.



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# Concluding Remarks/Questions

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