



# Customization options for language pairs without English

---

Daniele Giulianelli

*Leader Translations / POPM Newsroom @ Comparis*

AMTA 2022

comparis.ch



## Online comparison

CONTENT AND SEO

Insurance, mortgages, consumer finance &  
more

1

IN SWITZERLAND

4

USER LANGUAGES

70%

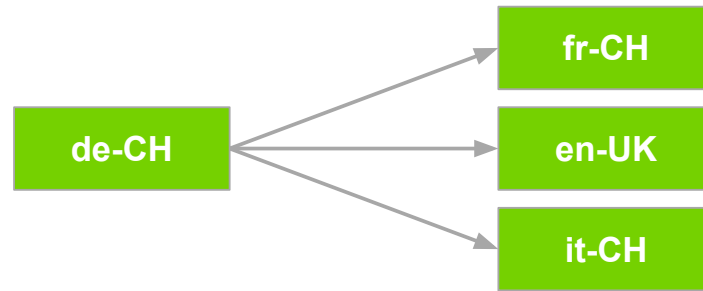
NON-ENGLISH PAIRS



# Translations at Comparis



Machine translation post-editing



99%

NOT FROM ENGLISH

70%

NON-ENGLISH PAIRS



# Translations at Comparis



## Why does generic MT **fail**?

### Comparis **domains**

Insurance, mortgages, consumer finance...

### Swiss **target locales**

fr-CH, it-CH...

Terminology, price formatting, formality





# Choosing the right MT engine



Custom Machine Translation is often  
**not supported** for non-English pairs

Google, Microsoft, DeepL...

Quality  Post-Editing Effort 



# Why ModernMT?



	Google	Microsoft	DeepL	ModernMT
Customizable with parallel data	✓	✓	✗	✓
Support for non-English language pairs	✗	✗	✗	✓
Adaptive + HITL	✗	✗	✗	✓
Easy to train	✗	✗	✓	✓



➤ also **cheaper** than DeepL and Google AutoML



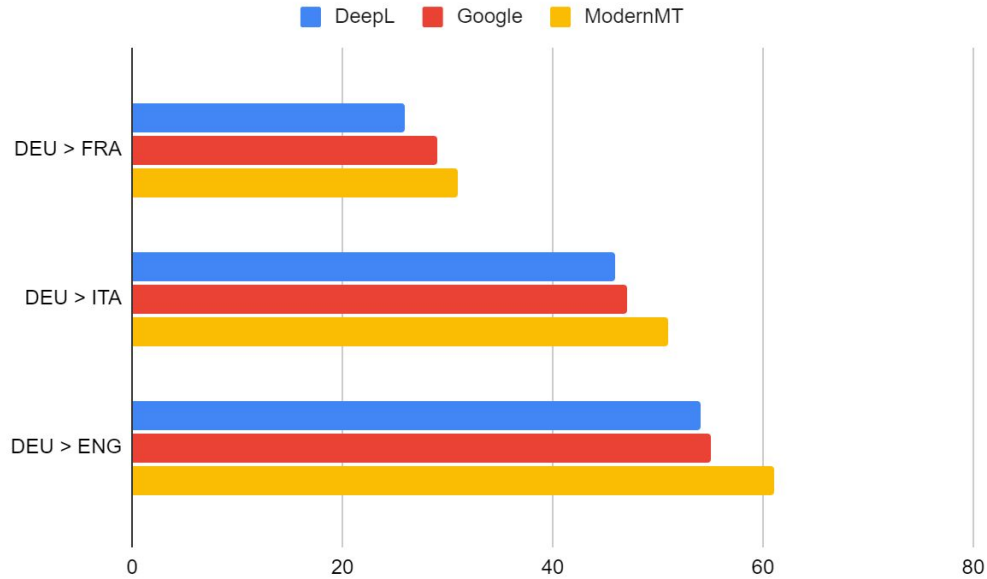
1. Customization

2. Quality ↑

**3. Post-editing effort ↓**



# Initial quality evaluation



*ModelFront analysis between generic DeepL, generic GT, customized ModernMT with one year of our in-house translations (2020)*





# TMS and integrations



	RWS	Lokalise	Crowdin	XTM
ModernMT integration	✓	<i>no custom MT at all</i>	✓	<b>via Intento</b>
Jira integration	✗	±	✓	✓
Terminology workflow	✗	✗	✗	✓
TM management	✓	✓	✓	✓





# Initial results



We launched post-editing in February 2022.

4

SERVICE TIERS  
Transcreation, HT, FPE, LPE

+30%

PRODUCTIVITY INCREASE

0

QUALITY CHANGE



# Next challenges



- **Monitor final quality**
  - Human evaluation
- Monitor **post-editing effort**
  - By engine version, service tier
- **Predict post-editing effort**
  - Quality estimation for PI planning
- **Filter training data**
  - Adaptive - live customisation requires live filtering
  - High service tier to low service tier only
- **Improve TMS integration**
- Monitor value
  - **SEO signals** (engagement, conversion...) → Service tier



**Danke vielmol**  
**Merci**  
**Grazie**  
**Grazia fitsch**  
**Thank you**

Special thanks to:

- Laura Gianinazzi, PM Translations and “partner in crime”
- The Comparis Translations Team
- Elisabeth Rizzi & the whole Comparis Newsroom