

# Lingotek Quality Evaluation



## Overview

One of the most anxiety-inducing aspects of buying translation services is knowing whether or not you are getting quality output. Unless you speak dozens of languages, you have no way of knowing if your translation provider has delivered you a high-quality translation. Your options are to either blindly trust that your translation provider did quality work, or try to create your own internal processes for assessing translation quality. The first option puts your company's brand and reputation at risk—you won't know if there are issues with translation quality until it's too late. The second option requires a lot of time, effort and money to corral internal bilingual resources who can make time in their already busy schedules to evaluate the translations you've already paid for. Even the most globalization-adept enterprises that have an internal localization department must resort to spreadsheets and labor-intensive manual processes to evaluate translation quality, as there are no tools on the market to create or administer a quality program at scale.



Lingotek's Linguistic Quality Evaluation (LQE) solution ensures the delivery of high-quality translation by integrating quality evaluations and reporting into its language services offering. This is accomplished via a set of processes and best practices that make use of the industry's first and only technology solution for creating, administering and reporting on quality evaluations. The combination of Lingotek's cloud-based quality tools with its language services offering not only guarantees quality translation, but also produces customer-accessible data and reports that prove it. By selecting Lingotek as your translation provider, you no longer have to question whether or not you're getting what you've paid for with regard to translation quality.



## Benefits of an Integrated, Tech-Enabled Quality Solution

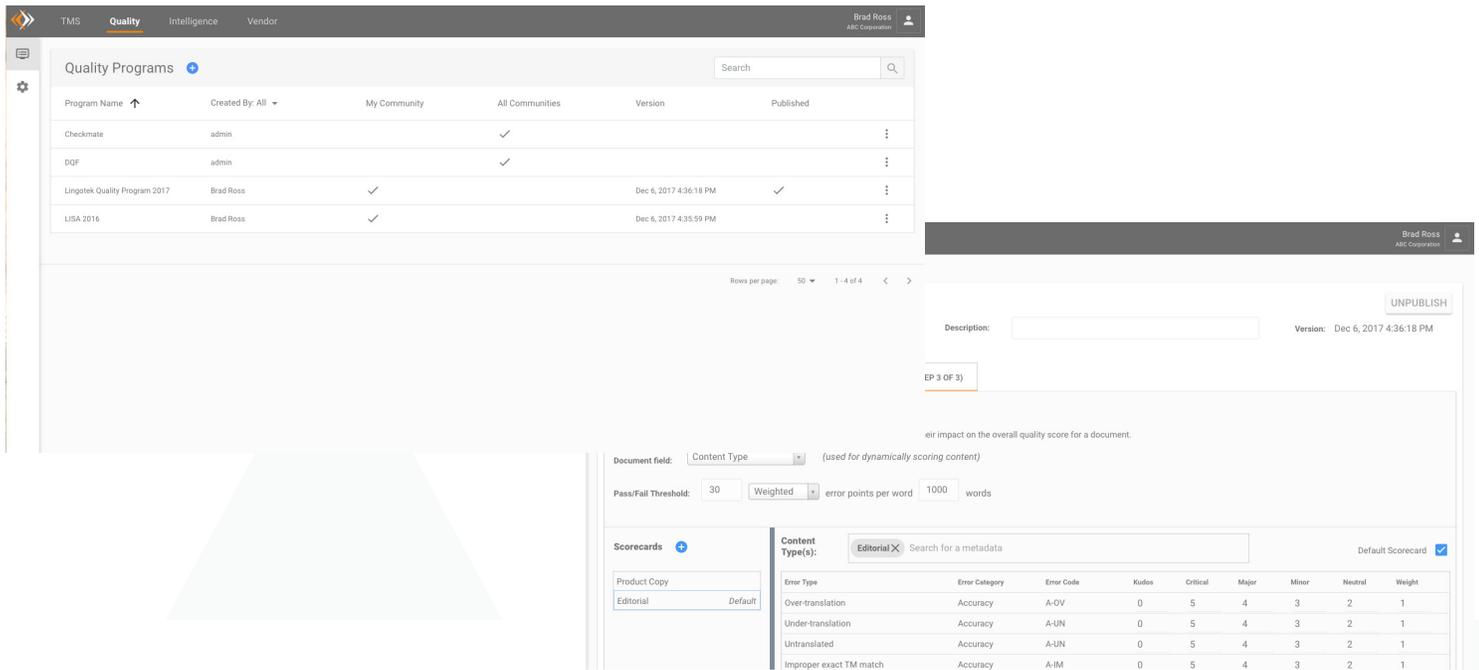
Lingotek's tech-enabled LQE solution makes managing quality at scale a cinch, making it easier and more automated for enterprises that need continuous delivery of dynamic, high-quality multilingual content. Our quality solution reduces the number of manual processes required to evaluate vendors and provides an integrated and objective scoring mechanism for assessing quality. This empowers organizations to effectively manage quality.

Don't have time to manage quality yourself? No problem. When you select Lingotek as your translation provider, we do all the work and share the results with you. You'll have full visibility into the quality we're providing and how quality is improving over time. That's because Lingotek's LQE solution is not only a platform for performing quality evaluation, but also a tool for giving linguists feedback that they need to constantly improve the quality of their work.

## Customizable Solutions for your Quality Program

Lingotek's LQE solution gives you the option to base your quality program on an industry standard such as the Dynamic Quality Framework (DQF) or create a quality program to meet your exact needs. Our technology allows for creating and defining the core components of a best-in-class quality program, which are:

- Clear definition of error types, categories, and severities.
- Dynamic scorecards that adjust to the type of content being translated.
- Managing and publishing versions of your quality program.
- Executing quality evaluation during translation.
- A feedback mechanism for scoring and grading translation quality.
- Analysis of, and reporting on quality over time.

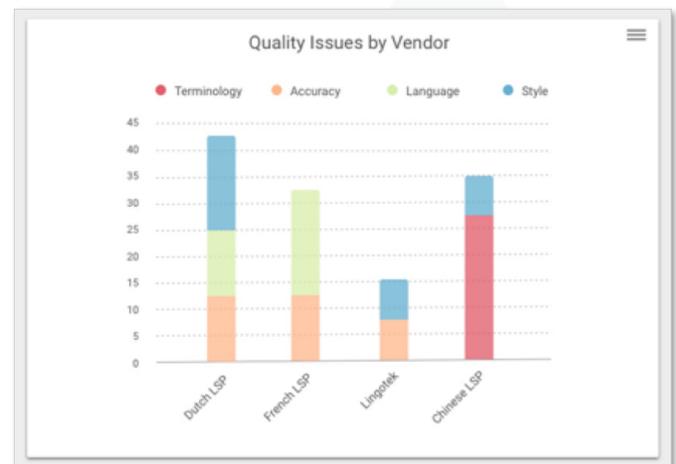
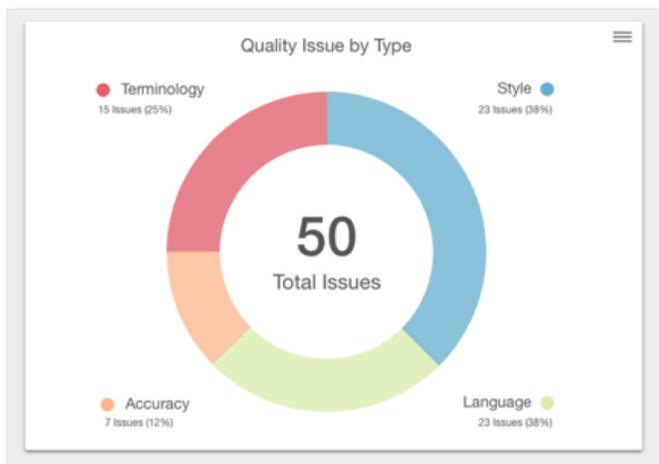


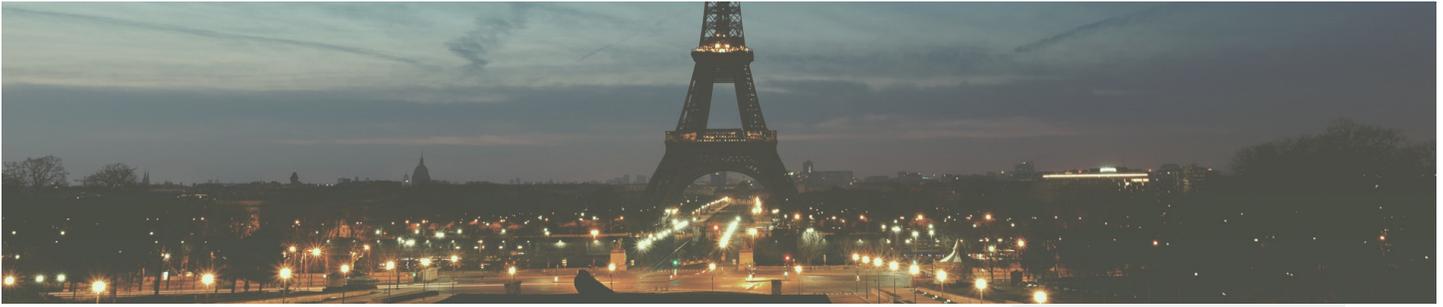
## Quality Program Creation

Creating and setting up a quality program can be challenging and time consuming. Unless you have previous experience defining and monitoring quality, it will also likely be fraught with costly inefficiencies and suspect reporting.

At Lingotek, we want you to be successful and satisfied with the translation quality you're receiving. If you're selecting Lingotek for your translation services, our quality experts will work directly with you to:

- Design your quality program by either choosing from an industry standard (DQF, LISA, etc.) or creating your own program
- Define how you want to categorize errors and the severities applied on quality feedback
- Build dynamic scorecards for scoring translation quality by content type, domain, connector, etc.
- Establish a standardized word count (e.g. 1000 words) as a baseline for comparing quality scores across the varying sizes of documents
- Publish your quality program(s) for use on projects and manage versions when adjustments are made to any setting in the quality program





## Quality Evaluation

Once your quality program is created, we'll work with you to make adjustments to your workflows to incorporate your quality program into the translation process. Our trained linguists, will work within the pre-defined standards of your quality program and continuously evaluate the quality of completed translations.

## Linguist Feedback

A critical component of a good quality program is the feedback loop and providing feedback to the linguists so they can adjust future translations accordingly. Typically, this isn't done until a project retrospective and is often done weeks after the translations were completed. During those weeks of delay, linguists have likely made the same mistakes over and over again on your content. With Lingotek, linguists download a quality report for their translations, allowing them to review the feedback and adjust accordingly--in real-time--without having to wait for a project manager to send them the feedback or a project retrospective. This real-time feedback loop:

- Greatly improves the translation process and lightens the heavy communication burden between you, project managers and/or quality managers.
- Allows linguists/translators to immediately review errors and comments to improve future quality on your projects.
- Identifies areas of improvement and future training topics.

## Results

Using Lingotek's LQE solution, you can expect to immediately start seeing the impact on the overall quality of completed translations, plus you'll have the data you need to make strategic decisions around your globalization efforts, including:

- Visibility into what defines a quality translation.
- Data to analyze trends and spot common mistakes.
- Reporting on quality scores over time, and the ratio of pass/fail grades.
- The ability to filter by quality scores for all documents in a project and filter to see only those failing to meet your quality standard.

## About Lingotek

### The Translation Network

Lingotek's Translation Network is the only cloud-based solution to connect all your global content in one place, giving you the power to manage your brand worldwide. Our industry-leading technology pairs with the best enterprise applications and tech-enabled language services to continuously push dynamic multilingual content to all of your global markets. Finally. Networked translation.

Find out more about Lingotek at [www.lingotek.com](http://www.lingotek.com)



THE **TRANSLATION** NETWORK | [www.lingotek.com](http://www.lingotek.com)

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