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Description of Confluent Translation and Quality Phases

Steps are discussed between the client and translation service provider. The goal is to see that a reliable, quality product is delivered meeting the agreed-upon specifications. In some cases the project specification request a translation deliverable not be fully edited or formatted, which results in steps being omitted. To ensure the highest degree of quality, all steps should be followed. However the 3rd party reviewer, who should be carefully selected, is optional and may not be necessary for a quality translation.

Interaction between the client and the Project Manager is required for all translation projects regardless of the size or scope of the project. Effective communication is imperative to the project success, especially for more complex projects. The Project Manager (PM) drives the entire project and is the sole communicator to all parties involved in the project and is responsible for ensuring all specifications are met. It is also vital to realize that the client has a role and is responsible for providing prompt and reliable assistance to the PM so that the specifications can be met.

Project Specification Phase

This phase occurs before beginning the translation and outlines the specifications to assist participants. The service that is most appropriate, reliable and efficient for the purpose of the text is decided upon while taking into consideration the intended use and target audience. Items discussed include:

Scope of Project

- ~ Source Language and Files
 - ~ Subject Field
 - ~ Text Type
 - ~ Format
- ~ Target Language
 - ~ Linguistic Concerns
 - ~ Purpose
 - ~ Will a Back Translation be Required
- ~ Legal, Ethical, Social, and Financial Parameters
 - ~ Copyright and Confidentiality Issues
 - ~ Security Measures Required such as Clearance, Secure Location and File Transfer
 - ~ Ownership of Translation Components
 - ~ Conditions for Billing and Terms of Payment



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Level and Types of Services

- ~ Translation and Quality Level Desired
 - ~ Gisting or Abstracting
 - ~ Basic
 - ~ Standard
 - ~ Certified
- ~ Formatting, Desktop Publishing, Website or Software Engineering
- ~ Transcreation or Design Services
- ~ Ancillary Services

Company Brand, Localization and Culture Review

- ~ Established Company Brand
 - ~ Reference Materials
 - ~ Surrounding Documentation
 - ~ Sample of Product
 - ~ Background and Parallel Texts
 - ~ Glossaries and Previous Translation Memory
 - ~ Terminology Guidelines
 - ~ Company Names, Abbreviation, and Acronym Treatment
- ~ Localization Concerns
 - ~ Date and Time Formats
 - ~ Currency
 - ~ Units of Measure
 - ~ Phone Numbers
- ~ Extent of Culture Adaptation
 - ~ Proper Name Changes
 - ~ Internationalization Requirements
 - ~ Color Selection
 - ~ Layout Concerns
 - ~ English Idioms and Idiomatic Expressions

Deliverables Required

- ~ Medium
- ~ Method
- ~ Markup Format to be Used
- ~ Timeframe, Schedules and Delivery Dates



Planning and Development of Project Management Strategy

This is one of the most vital steps in achieving the goals of the specifications. Without a clear strategy quality issues may occur, delivery times may not be met, and future leveraging will not materialize. If you have a plan, any problems that arise will be able to be dealt with properly.

Delivery Schedule

- ~ Set Final Delivery Dates
 - ~ Sometimes Working Backwards
 - ~ Based on Work to be Completed by Other Parties
 - ~ Project Volume Considerations
- ~ Set Production Delivery Dates
 - ~ Guidelines for 3rd Party Reviewer
 - ~ Outside Sources Providing Material to Translation Service Provider
- ~ Normal or Rush Service
- ~ Changes to Schedule/Scope and Delivery Implications

Key Performance Indicators (not limited to the following)

- ~ Quality
 - ~ Acceptable Pass Rate
 - ~ Culturally Suitable
- ~ Delivery Milestones
- ~ Responses - Hits on Website
- ~ Employee or Customer Satisfaction
- ~ Consumer Awareness

Quality Measures

- ~ Quality Control and Assurance to Govern all Aspects of Project
- ~ Based on Level of Service
 - ~ Basic - no formal editing
 - ~ Standard - typical level, with formal editing
 - ~ Certified - highest quality, formal editing, review and verified by third translator, and certification provided
- ~ Additional Requirements and Steps
- ~ Nature of Material
- ~ 3rd Party Review
- ~ Handling of Mid-project Changes
- ~ Metrics for Measurement



Team Building

- ~ Selection of Translator(s) and Editor(s)
 - ~ Subject Field and Text Type
 - ~ Experience
 - ~ Availability and Reliability
 - ~ Rates
 - ~ Location
- ~ Selection of Team Translator Leader (if required)
- ~ Ancillary Members or Vendors
 - ~ Desktop Publishers
 - ~ Studio or Talent Requirements
 - ~ Website or Software Engineers
- ~ Selection of Text and/or Layout Proofreader(s)

Terminology Management

- ~ Level of Terminology Databases
 - ~ Industry Standard Terminology
 - ~ Organization-specific Terminology
 - ~ Project-specific Terminology
- ~ Client Provided Material
 - ~ Reliability or Accuracy
 - ~ Format
 - ~ Type
- ~ Further Development
 - ~ Ownership
 - ~ Method
 - ~ Procedure for Handling Concepts not Found in Resources

Translation Memory and Technology Assessment

- ~ Newly Developed or Availability of Existing TM and Format
 - ~ Process for Updating
 - ~ Part of Deliverables and/or Ownership
- ~ Other Technology Options
 - ~ Machine Translation
 - ~ Crowd Sourcing Software



Production Phase

Finally production begins following the typical steps necessary for a given translation project. These steps are dependent on the project size, purpose, intended target audience and especially compliance with the project specifications. Since projects vary greatly the number of individuals involved in the process will fluctuate. At the start of the production phase the PM will review the specifications agreement and project management strategy in order to assign necessary resources. Both client and translation service provider share responsibility for checking all materials in support of the project for completeness and clarity. The client is responsible for resolving any deficiencies.

Translation

- ~ Review of Source
 - ~ Report on Issues, Mistakes in Source, Cultural Adaptations
- ~ Preliminary Translation Presented
 - ~ Additional Questions
- ~ Confluent Editor Comments Reviewed and Implemented
 - ~ Report Nature of Comments
- ~ Optional 3rd Party Comments Reviewed and Implemented
 - ~ Report on Nature and Inclusion or Exclusion
- ~ Final Translation Presented
- ~ Terminology Updated
- ~ TM Finalized and Updated

Editing

- ~ First Step to Confirm Specification Compliance
 - ~ Compare Target Against Source Text
 - ~ Check for Completeness and Accuracy
 - ~ Ensure No Misinterpretations
 - ~ Is Terminology Correct and Appropriate
 - ~ Read Target Text
 - ~ Was Overall Coherence Achieved?
 - ~ Is it Readable and Suitable for Target Audience?
- ~ Report on Overall Translation Quality

Optional 3rd Party Review (occurring at agreed upon point in production)

- ~ Selection
 - ~ Qualifications
 - ~ Purpose of Review
- ~ Method of Review
- ~ Place in Process for Review

Final Production - Formatting and Compilation

- ~ Software and Platform
- ~ Graphics
- ~ Fonts
- ~ Layout or Production Specification to Follow



Proofing, Verification, Final QC

- ~ Linguistic
 - ~ Typographical
 - ~ Hyphenation
 - ~ Improper Formatting
- ~ Formatting
 - ~ Design Specification Met
 - ~ Correct Fonts and Graphics
 - ~ Other Visual Concerns
- ~ Verify Functionality
 - ~ Hyperlinks
 - ~ On-screen Help Files and Menus
- ~ Final QC
 - ~ Confirmation of Corrections Implemented (on-going process and may include any steps above until final, quality deliverable is obtained)

Delivery

- ~ Notification by PM
- ~ Final Agreed Upon Material
- ~ Adherence to Deadlines
- ~ Confirmation by Client

Post Project Evaluation

After project completion it is in the client's, translation service provider and other parties' best interest to discuss what was successful or problematic during the course of the project. The goal is to improve the process for future projects. Discussion includes:

Verification of Deliverables

- ~ Deliverables Reviewed by Client and Feedback Provided to PM

KPI Assessment

- ~ Review of Key Performance Indicators
 - ~ Those Met
 - ~ Those Missed
 - ~ Change to KPI for Future Projects

Comparison of Project Performance with Original Specifications

- ~ Were Goals Accomplished?
- ~ Communication Review
- ~ PM Strategy Review
- ~ Review of Team Member Performance
- ~ Problems Encountered, Solutions Implemented

Refinement of Best Practices

- ~ Adjustments in Specifications
- ~ Change in Team Members
- ~ Next Steps



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