



ExactWords

Beyond Translation

Translation Dos and Don'ts for Improving your Bottom Line

As so many companies become more and more global, the demand for translation has increased dramatically in the past few years. There are different reasons for seeking translation services, such as export compliance, market expansion or customer service improvement. In every case, translation is sought to increase company profitability. But taking the cheapest alternative can cost companies time, money and sales. To get the most out of translation take a look at our list of dos and don'ts.

DO research your translation options carefully.

Know whether you are getting certified translators, whether the work includes a separate proofreading procedure and whether the translators have the necessary experience in your field. Understand all costs and timelines, weighing customer service accordingly.

DO get to know your service provider.

Make sure you have a specific contact who is directly involved with your project. You should work with one person who understands your company's needs and can answer any questions.

DO negotiate a project completion date.

A dependable service provider will help you set reasonable parameters for completion and meet those deadlines. Be wary of promises that may be too good to be true.

DON'T use translation software.

Human translation is the **ONLY** assurance you have for accuracy and clarity in your translations. Computers cannot tell the difference between parts of speech, homonyms, idiomatic expressions, etc. In every case a software translation will make very little sense to a native speaker. See more on this topic in next month's newsletter or call us with questions.

DON'T make a decision about translation based on price alone.

It is as true in the translation industry as any other that you get what you pay for. Make sure you have a quality, proofread translation by certified professionals holding the proper experience or you may be wasting your money. By the same token, be careful to find a service provider who is competitive in price.

DON'T assume that bilingual employees are qualified translators.

Though they may be helpful in some cases, they often do not have the skill level or experience that a professional translator has. Save time and money by allowing a third party service provider to assume all responsibility for accurate translations and let your employees do what they are best trained for.