

How to Link Productivity and Quality Panel

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QA and Productivity in the Translation Industry

Definitions

- QA within the translation and localisation industry covers the entire translation quality management system
- QA is defined as *“a model approach that ensures good results if the right combination of human and technical resources is used in a sequence of steps and tasks that constitute a process within a system”*
Popiolek, Monika (2015): “Terminology management within a translation quality assurance process”, Handbook of Terminology Vol. 1, J. Benjamins
- Productivity – ratio of output per unit of input used in the translation process

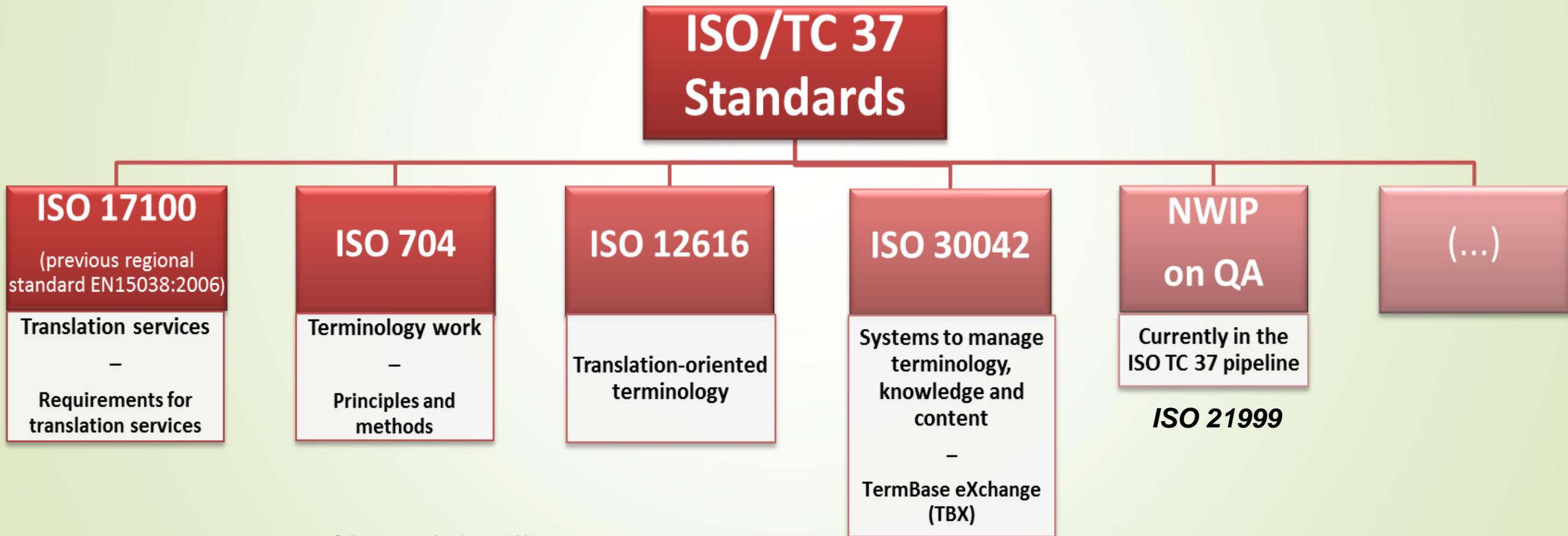
Productivity Analysis within a Specific Project

- no single approach – subject to careful analysis of project specifications and all the variables identified in the given context
- the desired level of quality, as agreed with the client, needs to be maintained independent of any issues that might arise while the project is in progress



Increase in Productivity Within a Reliable Standards Framework

Standards reflecting industry best practice are at the core of a reliable and efficient translation management system



Increase in Productivity Within a Reliable Framework

ISO 17100 Requirements

- Procedure for **handling project specifications**, project feasibility assessment
 - e.g. specifications of the client or the TSP itself
 - client informed about the predicted impact of productivity on the project quality
 - client informed about any measures aimed at boosting productivity, which could affect the quality (splitting the file among many translators, use of MT output etc.)
- **Key ISO 17100 mandatory requirements:**
 - terminological analysis
 - minimum competences and qualifications of translators
 - revision process („two pairs of eyes” principle)
 - final project verification (by the PM)

Ignoring these requirements and best industry practice is a short-sighted solution and does not necessarily lead to actual cost optimization.

Actual productivity gains can only be measured after obtaining final approval of the service by the client.

- **Raw output from machine translation** plus post-editing is **outside the scope** of ISO 17100 (which means that MT cannot be applied when delivering an ISO 17100 compliant service).

ISO 17100 & Best Industry Practice

Achieving High Productivity while Maintaining High Quality

1. Specific tasks delegated to expert staff

team members concentrate on tasks falling within the scope of their expertise

- terminologist, e.g. term extraction, terminological analysis, ensuring consistency, translation resources maintenance
- project manager for quality, e.g. analysis of critical points, additional reference materials, consultation with the experts and the client
- technical staff, e.g. advanced formatting of source and target files, best use of advanced functionalities of CAT tools
- translator - responsible for the final translation decisions depending on particular context, specifications and feedback from reviser
- reviser – responsible for translation assessment, compliance with all applicable specifications and feedback
- *both productivity and high quality assured when all the required elements are in place and good communication across the project team is ensured*

ISO 17100 & Best Industry Practice

Achieving High Productivity while Maintaining High Quality

2. Overlapping stages of the translation process

- e.g. translator and reviser work on the same document in real-time online
- this gives the translator more relevant feedback early on in the process and maximizes the time allocated to translation
- full revision of the output possible within shorter deadlines
- key issues are easier to resolve
- *lesser risk of omitting key quality requirements (stages) of the translation process*

ISO 17100 & Best Industry Practice

Achieving High Productivity while Maintaining High Quality

3. Efficient communication within the team

- any problems are reported and solved promptly by the team members
- potential issues can be detected at early stages of the project
- online project monitoring ensures the PM's control over progress and potential issues to be resolved at later stages of the project
- feedback provided successively to the translator by the reviser prior to delivery → common approach agreed, less corrective action required at the final stage of the project

ISO 17100 & Best Industry Practice

Achieving High Productivity while Maintaining High Quality

4. Best use of available technology

- regular tools and practical trainings for in-house staff and freelance translators
- regular maintenance, proper classification and description of translation resources (including term bases)
- translation projects in CAT tools customized to particular needs (QA rules, templates etc.)
- relevant resources made available within the tools using various plug-ins etc.
- 24/7 helpdesk for translators, revisers etc.
- (...)

CONCLUSIONS

- **Standards and best industry practice** provide the most **reliable framework** for managing the translation process and projects
- **Project specifications** should be either **agreed with the client** or drafted for the project team by the TSP on the basis of the information available
- Ignoring or **omitting key standard requirements** will mainly generate **theoretical gains in productivity** while the risks involved might be quite real
- Measures aimed at **increasing productivity cannot interfere with the quality requirements** set for a particular project or lead to risky shortcuts that have not been explicitly agreed with the client or are outside the scope of the implemented standard
- **Actual productivity** gains can only be measured **after obtaining final approval** of the service **by the client**.
- **Adherence to standards** and best practice can **greatly reduce project risk while** at the same time greatly improving the QA odds.

REFERENCES

- Popiolek, Monika (2015): “Terminology management within a translation quality assurance process”, Handbook of Terminology Vol. 1, ed. Kockaert, Hendrik J. and Steurs, Frieda; Amsterdam/Philadelphia, John Benjamins Publishing Company (2015): 339–356.
- Popiolek, Monika (2016): “ISO Standards Framework for QA in Translation process”, AMTA 2016 Workshop on Assessing Translation Quality Metrics - 28.11.2016, Austin, Texas, USA (2016): slides: 2 & 17 Definition of Quality Assurance, and slides: 5, 6 and 7 ISO 17100 Requirements.
- ISO 17100:2015 Translation services -- Requirements for translation services
- ISO 21999 (NWIP) Translation quality assurance and assessment – models and metrics



Thank you

Any questions?

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