
Agile translation: how we manage 175+ new translation orders a day (for a single client)

Today, I'm going to show you how a busy localisation agency like ours has successfully implemented a continuous translation process.

Now we carry out up to 7 new projects, 25 languages each, everyday. And all this just for one client!

We have achieved this turnaround thanks to small (yet powerful) changes in the communication with our client – Ten Square Games – and our linguists.

The agile challenge

Ten Square Games is a game developer with 10 years of experience. Their games are being enjoyed by 44 million active players from all over the world. Their gamedev teams use the agile methodology to develop their products.

With every completed sprint, the existing games are updated with new strings. These, in turn, have to be consistent with the previously created and localised content – across 25 languages!

Ten Square Games looked for a partner able to keep up with their pace and agility, and to ensure the linguistic quality and consistency of all games.

locatheart took up the challenge and the hard work began.

How we designed the agile continuous translation process

LAH and TSG teams knew that effective communication and simplicity were the key to their success. Both teams sat down to draft a plan together. They focused on:

Effective communication

- LAH-TSG communication channel has been changed from email to Trello and Slack.
- Online sheets have become the primary means of asking project-related questions, which made the rapidly arriving answers instantly accessible to all linguists on the team.

Time efficiency

- TSG-approved price lists are used for most translation orders – project managers can proceed without approval for every single minor task.
- Approved linguists can also proceed with translation as soon as they receive relevant files via email. Purchase orders are issued afterwards – in bulk.

Quality assurance at every step

- A regular team of proven translators and reviewers improves the overall quality and consistency.
- Numerous measures – like using glossaries and translation memories and running tests – are taken to ensure localisation consistency across all translations.

Alignment

- Both teams meet every month to discuss progress, challenges ahead and new workflow optimisation ideas.

Results

Usually, in the course of a single day, **locatheart** receives 7 orders for localisation into 25 languages, with a 2–3 workday deadline. And new orders follow the next day. Yet, despite the dynamics and turnaround, we can work smoothly thanks to our workflow.

*The workflow we have developed with **locatheart** meets our expectations. The quality of service and communication, as well as the delivered products, are more than satisfactory, which is why we value this cooperation.*

TSG Localisation Team

I'm glad I can help with TSG projects. One PO per week sounds like a helpful idea with this many tasks going on. It'll definitely make our lives easier!

locatheart trusted linguist

Despite the large volume of incoming projects, thanks to the workflow we have developed (client-LAH/linguists-LAH), our swift communication and high-quality translations, we are able to carry out our projects without any glitches or delays.

locatheart Project Manager

If you are struggling with a similar challenge, know this: our team will adjust to your pace and methodology.

Contact us at: info@locatheart.com