

# TRANSLATION AGENCY

WHY DO I NEED IT?  
HOW DO I USE IT?



**locatheart**

with localization at heart and your business in mind

01

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# Introduction

**Clients all over the world within your reach. Closer than ever.  
You wish.**

If you want your offer to be chosen, the potential client must first see it, then fully understand it.

To succeed, you come up with a meticulously planned strategy, analyse keywords and polish your content. How do you achieve the same high quality in new languages?

By investing in professional translation services.

**63.4%**

**of European clients  
shop on foreign platforms.**

**75%**

**of consumers want to shop on platforms  
with their native language version available.**

**59%**

**of consumers rarely or never shop  
on English-only platforms.**

**Preparing local language versions is now  
one of the most efficient ways  
of reaching new clients.**



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# Let the experts handle it

## **Are you planning to expand internationally?**

Let experts guide you, and protect you against rookie mistakes.

## **Do you have a lot of content to cover?**

A translation agency is a pass to economies of scale.

## **Do you work within multiple markets and use multiple languages? Do you update your content frequently?**

A translation agency will take care of process optimisation and provide you with top-notch quality.

## **Is the amount of content changing rapidly?**

You'll be surprised to see how flexible we are.

## **Do you opt for quality and consistency, or omnichannel?**

It's high time you invest in building professional translation memories, compiling glossaries and reference materials.

## **Are you fed up with ineffective internal processes and the toils of managing dozens of freelancers?**

Simply let us take care of everything.

**Benefit from multi-level QA, a single point of contact, as well as uninterrupted content circulation.**

*My name is Szymon.*

*I am the CEO of **locatheart**.*

*I know which companies can gain most from collaboration with a translation agency.*



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## Your clients deserve the best translation quality

That's why we've published this PDF, in which we will cover numerous aspects of professional translations in business.

We want to unravel the secrets of linguistic quality. After all, the language each company uses shapes our everyday communication.

Read this article, and if you have any questions, reach out to us:

info@**locatheart**.com

[www.locatheart.com](http://www.locatheart.com)

[locatheart](#) on LinkedIn

## What are your business needs?

Let's discuss it on the following pages.



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# Translation at your company

## Which sentence describes your company best?

### **We're thinking about our first translation tasks**

It's a time of first steps and important decisions. Make wise choices at this stage and protect yourself from future issues.

### **We want to increase the efficiency of our internal process**

You know the taste of success and of failure. Enhance your translation and localisation process by relying on experts and your own experience.

### **We want to improve collaboration with our translation provider**

Your translation provider was supposed to take care of everything, but you were not satisfied with the results? Let's examine the situation and look for possible solutions.



*Hi!*

*My name is Agnieszka.*

*I will discuss the benefits of collaboration with a translation agency at various stages of business development.*



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## We're thinking about our first translation tasks

If you are new to multilingual content, you're going to face many challenges and crucial questions. The question of "Who will translate it for me?" is only one of them.

Although at this stage the cost of using a translation agency will be higher than that of assigning the task to one of your employees, consider the aspects mentioned below.

### Work process

Have you considered your content and file management process?



Do you know how to reach out to translators, prepare guidelines and agreements for them, and evaluate translation quality for multiple language versions?

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### Full package

Each text you need translated, each new language version of your website is set in the context of your previous communication. That's why each translated sentence should be included in the translation memory, each resolved issue should be covered in the guidelines, and each corrected phrase belongs in the glossary.

It will result in a faster, cheaper and – most importantly – better translation process, as the texts will be consistent and based on solutions and experience garnered from the previous tasks.



*If you collaborate with a translation agency, you have a chance to create professional guidelines, glossaries, translation memories and reference materials from the start.*

## We want to increase the efficiency of our internal process

Your translation process develops gradually and organically, and sometimes it is carried out in an impromptu way.

It has its strengths and weaknesses. You feel that it's time for a change. Let us show you some key advantages of hiring a translation agency.

### **Efficiency**

Whether it's about money, time or energy – no one wants to waste their resources. Any process which is not efficiently optimised invariably leads to unnecessary costs. A translation agency will analyse your actual linguistic needs and select optimal solutions.

### **Flexibility**

Collaborating with an in-house translation department or even with a group of freelancers becomes challenging when the workload increases or decreases abruptly. Translation agencies, on the other hand, can quickly adjust to any situation.

### **Effectiveness**

The main aim of translation is to deliver a clear and consistent message in a number of languages, as well as to reach potential customers. Each mistake or inconsistency is like taking a step back. While working with a translation agency, you're provided with multi-level quality assurance.



*Whether it's about money, time or energy  
- no one wants to waste their resources.  
Approach translation as you'd approach  
any other investment - thoughtfully - and  
you'll quickly appreciate the change in  
quality and the economies of scale.*

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## We want to improve collaboration with our translation provider

The reasons for your dissatisfaction may vary, but it's worth considering three aspects.

### **An expanded scope of collaboration brings more benefits**

If, due to previous agreements, some texts or language versions have been translated outside of the agency, they are automatically excluded from the quality control, and as such may be inconsistent. They are not subject to the same factual evaluation process either. Moreover, if you try to manage the whole project within the company, you may accidentally double the workload, introduce inconsistencies, or develop contradictory guidelines.

### **Processes at the translation provider need to be improved**

Translation providers usually adjust to their clients' needs, but after some time, they create their own collaboration strategy as well.



*If the client's situation is changing rapidly, but they fail to communicate it clearly, the collaboration model established with a translation agency may eventually decrease in efficiency.*

Consider discussing the company's current needs with your business partner and adjusting your collaboration model.



## **Internal processes need to be improved**

You are an expert in your field. You don't have to be an expert at preparing multilingual content too. Some problems can be solved simply by introducing minor changes on the client's side.

Let's take a look at some typical issues frequently reported by translation project managers:

- problems with preparation of source texts,
- unreliable methods of content circulation,
- delays in sending reference materials,
- inconsistencies,
- divided responsibility for the project on the client's side.

Sometimes it's good to take a long, hard look at our own choices – perhaps some decisions made at the early stage of the company's development now need to be revised.

If you are able to introduce internal improvements, try to do so. If not – your business partner will be happy to discuss your situation and point out the most urgent problems, whether during a meeting or within the frame of a consulting service (depending on your current collaboration model).

## **Do you want to discover ten benefits that will make your work easier?**

On the next pages, you'll meet Jakub, our project manager, who will explain everything.



*When it's just one file, cooperation with a freelancer and with a translation agency look quite similar.*

*However, if we're talking about large translation projects with ample content to be rendered into multiple languages, the situation is significantly different.*

# Real benefits



*Hi!*

*My name is Jakub and I am a project manager for **locatheart**. I'll tell you about all the benefits of collaborating with a translation agency. I know how important they are to our clients.*



## Top ten benefits according to our clients:

1. Planning and introducing optimal processes is on us.
2. Your resources are secured to reduce any potential risk.
3. Our work is our responsibility.
4. Project delivery is guaranteed.
5. Guidelines and reference materials are treated seriously.
6. The quality of our work undergoes continuous control.
7. Flexibility is our middle name.
8. We know how to multitask.
9. Simplified administration: one tax invoice, one point of contact.
10. Your costs are optimised.



## Optimal processes

Large projects, dynamic content, continuous localisation – these require adequate preparation and implementation, preferably at the very beginning of the process. Let our translation agency be your trusted partner.

It would be worth including the automation of import and export of content from the CMS platform, as well as working with all file formats used in the organisation, text, image and video file formats.



[If you are interested in translating images and graphics files read Translating graphics filed demystified. Click!](#)

## Secured resources, reduced risk

We often collaborate with dozens of linguists for a particular project. Translation agencies know how to coordinate their work, verify if the guidelines and deadlines are respected, and avoid mistakes.

## Our work is our responsibility

The project manager runs the whole process and makes sure that the end product is of high quality, delivered on time, and within the budget. They are also the only point of contact with the client.

No more division of responsibility.



### **Delivery guaranteed**

As a translation agency, we don't make any excuses – we don't hide behind personal emergencies or equipment malfunctions, and we don't reject regular clients.

We guarantee that each project is executed and delivered on time, as we have a wide network of experts in each field we deal with.

### **Guidelines and reference materials are treated seriously**

These documents determine the style and register, as well as set phrases and keywords. Along with the glossaries and the translation memory, they constitute essential foundations for each new project.



The translation memory is a translator's external memory. The software can identify repetitions and suggest previous translations. It facilitates creating and using client's glossaries, for instance particular terminology or key phrases.

We will help you create and verify glossaries, guidelines and lists of phrases which don't require translation (DNT, "do not translate"). Together, we will specify the nature of communication and create a style guide.

Then, the project manager will make sure that translators, editors and proofreaders follow the settled arrangements and use the materials provided.

If one of the translators has any doubts concerning the project (or if they find some kind of mistake), the assigned project manager will resolve all issues and send the updated guidelines to everyone involved in the project.



## **We control the quality of our work on multiple levels**

What some may see as translation, we perceive as preparing a new language version. This process consists of translating, editing and proofreading. We provide linguistic consistency throughout the entire collaboration process and support omnichannel solutions.

For most of the projects, we run technical quality assurance, whereas the project manager verifies the project's compliance with requirements, including glossary and consistency tests.



Glossary and consistency tests help control the internal coherence of texts as well as check the terminological consistency with the client's glossaries. All such tests are conducted with the use of specialised software.

The quality control of legal texts is different than the quality control of marketing content; the testing of new user interfaces (UI and UX) is run in another form too. Flexibility is our middle name.

## **We react quickly to the changing market and our clients' needs**

Apart from our in-house team, we collaborate with many associates all over the world, so we can easily increase our work capacity.

A project which is ten times bigger than usual? Exotic languages? Unusual topic? Rare file format? Uneditable source files?

You call it a challenge – we call it Tuesday.



*Project managers get an overview of all language versions - they can verify the compliance of texts with the guidelines, and control internal consistency.*

*Wrong format? Exceeded character limit? Overlooked reference materials? Project managers will spot such errors.*

### **We know how to multitask**

Every day we deal with various texts: agreements, licences, mobile application strings, product descriptions, marketing content, newsletters, blog posts, social media content and even text message notifications.

If you choose to collaborate with us, you don't have to worry about finding a separate business partner for each type of content.

### **Simplified administration: one invoice, one point of contact**

You just sign one agreement and receive one tax invoice at the end of the month (paid by a single bank transfer).

It's as simple as that!

Our project managers take care of the rest.

**You can focus on your core business. Finally!**

## **What about cost optimisation?**

Reducing translation costs is not about lowering the rates, but about using available technologies wisely.

You will learn more about it from Szymon in the following chapter.



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# The cost of translation in the 21st century

First of all, the rate we offer for new, previously untranslated words differs from what we charge for repetitions:

- a new word: rate X, let's assume PLN 0.1 per word
- a fuzzy match: 80% of X, that is PLN 0.08 per word
- a repetition: 50% of X, that is PLN 0.05 per word

Then, our software calculates the number of new words and different types of repetitions. Let's say that the text consists of 1000 words.

According to the old calculation method, translation cost would be as follows:

$$1000 \times \text{PLN } 0.1 = \text{PLN } 100$$

However, the software shows that our text has 500 new words, 200 fuzzy matches and 300 exact repetitions.

Therefore, here's a new valuation:

$$500 \times \text{PLN } 0.1 + 200 \times \text{PLN } 0.08 + 300 \times \text{PLN } 0.05 = \text{PLN } 81$$

**Now, let's divide PLN 81 by 1000 to calculate the actual rate per word:**

$$\text{PLN } 81 \div 1000 = \text{PLN } 0.081$$



## Not a fan of counting? Look at the bar graph

Client: a well-known clothing brand

Length of collaboration before the analysed period: 3 years

Collaboration scope: **locatheart** prepares foreign language versions of product names and descriptions, as well as landing pages.

Analysed period: 3 months

Volume of translation: 15,442 words, including landing page: 2,257 words

Product names and descriptions: 13,185 words

### PLN 8019

Apparent cost of translation

**The client managed to save 52.24%** of their localisation budget for this project, because they chose a business partner who uses modern cost calculation methods.

**The resulting rate per a translated word is PLN 0.25** in comparison to the initial rate of PLN 0.52.

### PLN 3835

Actual cost of translation

\*Number are rounded. Calculation based on Trados software.





*The best discount you can get in translation is the one you give yourself when you opt for a business partner who employs modern tools.*

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## Benefit from economies of scale

Start from using translation memory in your translation process. With each new translation, repetitions will be increasingly probable, which – in turn – will result in a lower translation cost.

Within three months of the start of collaboration, we have recorded a decrease in translation costs (and the actual rate/word) of 5–10%. After a year of collaboration, the rate falls by 20–30% on average.

## Lower cost with a higher rate? It's possible!

When determining a translation rate, we consider the following aspects:

- the language pair; that is, the source and the target language
- the estimated text volume
- the nature of the text
- the chosen kind of quality control (for example: editing, proofreading, LSO)



Language Sign-Off (LSO) is the ultimate verification executed on the text in its final graphic form (after typesetting).

Translation costs depend mainly on:

- the rate,
- the number and type of repetitions.

Note that repetitions are not limited to those found within a single text. They also include phrases or sentences from previous translations saved in the translation memory.



*The longer and the more regular the collaboration is, the more benefits you can reap.*



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## Good to know



Each completed translation in a particular language pair helps expand the translation memory.

A bigger translation memory results in lower costs and shorter delivery times.

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While working on a task, our project managers, authors and editors take into account guidelines concerning SEO, voice optimisation, as well as style and purpose of the text, while also analysing the current market situation, the brand image and the target audience.

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Once the translation and the linguistic and factual editing processes are completed, project managers run a technical file check before sending the project back to the client.

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Each client is taken care of by a specific account manager. No more division of responsibility.

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# Translating is a business process

Modern business is largely based on outsourcing. Companies and organisations focus on their core activity, whereas other processes are delegated to their specialised partners.

Translation and localisation are business processes too. Are they part of your core activity?

For many companies, including real global giants, localisation constitutes a lion's share of their daily operations. Some organisations, on the other hand, treat translations as an ancillary business field.

Regardless of how crucial translation services are for your company, you need to make sure that they are executed professionally.

When you hire an external company for cost optimisation, you expect to see financial results. When you hire an external HR partner, you expect to get excellent employees.

What are your expectations when you hire a translation agency?



*Think about your expectations. Determine what you want to achieve by working with a professional translation agency.*



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## How to collaborate with a translation agency?

### Quality

Experts should use modern tools and provide top-notch translation services.

### Measure of success

Together you can agree on the tools which will evaluate your success, whether the criterion is the number of translated words in a given period of time, the number of errors, or the response time.

All monitored parameters have to be set in a way that matches the nature of your business.

### Preparations

To achieve your goal, you can't act spontaneously. A translation agency needs a business partner who will co-create guidelines, dispel any doubts, clarify meanings and send files prepared according to prior arrangements.

**That's why you should consider appointing a translations coordinator.**

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## Translations coordinator

Even if you don't need translation services on a wider scale, delegating a person responsible for translation processes will prove beneficial in the long run. Such a person will quickly get an insight into the company's situation, as well as gain experience and practical knowledge on how to collaborate with the subcontractors.

Usually, an internal translations coordinator is responsible for:

- managing reference materials (e.g. updating them)
- preparing files for translation
- quality control (e.g. random check)
- verifying if a given project's requirements were met (e.g. deadline, consistency)
- relaying crucial information to other employees, consulting feasible deadlines and translation budgets
- evaluating collaboration with particular subcontractors, and looking for the best solutions
- analysing the company's needs in terms of translation services

## Benefits? Enhanced processes

If a source content file is well-prepared, it will usually make the translation process faster and smoother – deadlines may be tighter.

Thanks to quality control and checks designed to confirm if a given project's requirements have been satisfied, you can easily open a discussion with the agency based on the agreement provisions.

Taking a broader perspective on translation processes in your company will help you find areas for improvement and optimisation.

*Your company devotes a lot of time to preparing excellent content. If you don't want to waste that effort, you should pay similar attention to each language version!*

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# Do you want to know more?

If the thought of using the services of a translation agency has ever crossed your mind, then in all likelihood you need them.

Do you need them now?

Send an email at [info@locatheart.com](mailto:info@locatheart.com)

or give us a call at +48 792 004 495 for a free consultation.



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