



HOW TO CHOOSE YOUR TRANSLATION AGENCY



7 TIPS to help you choose
the supplier and service
that best meet your needs



SYNCRO



Be clear about the purpose of the translation

The first and most important aspect to clarify is who will read the translation and why you need it. This will help you realistically assess the quality that you actually need.

There are cases in which you may need translation just for bureaucratic reasons. A very good example is for tenders or material safety data sheets. In these cases, the quality of the translation must be good but not perfect in terms of style, since the texts are rather technical. Therefore, it makes no sense to pay for more than a standard translation. If the translation will be published or is of high importance, obviously a standard translation will not suffice. You will need to select a service package that includes translation and editing to refine the final text and ensure consistent terminology. If you have to translate the company presentation, a product catalogue or marketing materials, a review carried out by a second expert ensures superior translation quality.

We do not recommend choosing the lowest price as it will cost you a lot more in the long run if you do not achieve your goals. You will lose out in terms of time, money and often the reputation that you have put so much effort into creating. Make sure your translation service provider has experts and guarantees editing by a second professional within the quoted price. After all, you want your materials to have the desired impact no matter the language.



Correctly assess the file format

If the documents are already in the original source format, you have to decide whether you want the result to look exactly like the original or if certain text misalignment in the translated file due to the difference between the lengths of the source and target languages is acceptable.

If the documents are in .pdf or .jpg or are scans of original documents, you should be aware that the time required to complete the translation process will increase, given that the texts will need to be extracted in an editable format for translation. This requires editing and additional technology at your service. Such services are usually carried out by professional translation agencies that have experts capable of processing any file type. This step is important as you save time and money, avoid having parts of the translation missing, and the translated file will look impeccable.

If you have documents in special formats such as .csv, .html or .dwg, you need to make sure you receive the translation in the same format to prevent additional import and processing costs and time. Choose a translation agency that can efficiently process the texts in these files without charging more than required, sometimes even a dozen times more, just because it lacks the know-how and the tools to correctly analyse and extract all repetitive parts within the files from the final cost. In addition, everything will be done much faster.





Check if you need a standard, authorised or legalised translation

Depending on the end use of the document, you may need just a regular translation sent to you by email or an authorised translation in hard copy, bearing the stamp and signature of an authorised translator. You might also require a translation certified by a notary public that confers a legal weight to the

document equal to that of the original document. Be sure to communicate your exact requirements in your request. This will help save time and avoid additional costs for subsequent authorisation/legalisation services.



Be realistic when it comes to budget, delivery date and quality of the translation

Although quick delivery, seriousness, availability and quality of translation service providers is of key importance, be reasonable and aware of the fact that you cannot get a good, cheap and fast translation at the same time.

A low price is a clear indicator of a dubious or poor quality translation. Quality requires skilled resources. Qualified and experienced translators do not charge below a certain threshold.

Professional translation involves research, required to choose the most appropriate terminology, and creativity to make everything sound natural.

Set the desired quality standard according to the end use of the document and avoid shortening the deadlines, unless it is necessary. Give your supplier time to do a good job.





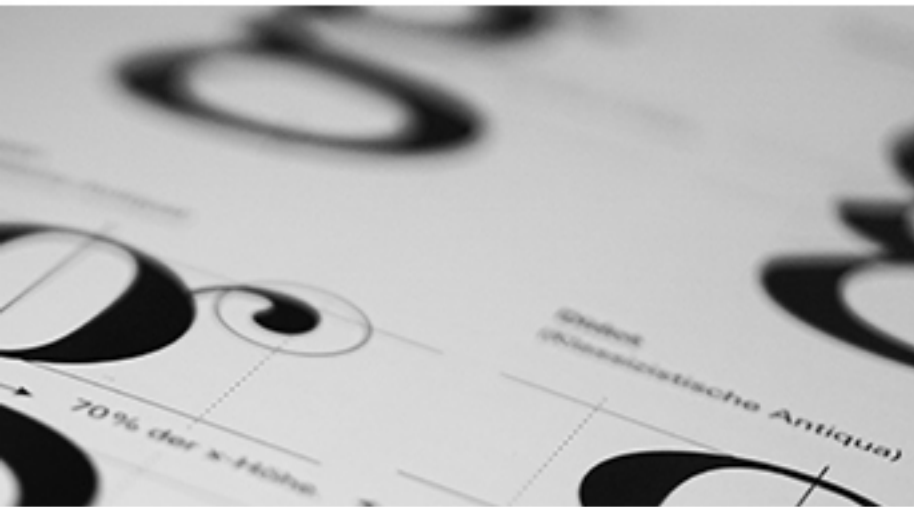
Provide any other documents that might be of help

It is very important to say what you need and to provide examples. Translation is a unique process often subject to interpretation, given that every person perceives a text in their own way. If you have any support materials, those will help the translation agency maintain the terminology you prefer, given that a good translation requires the right translator and consistent terminology.

A professional translation agency invests in technology and can create translation memories from the materials that have already been translated to help you save money and utilise your preferred terminology. So ask your supplier if it refers to texts that it has already translated to charge you less (amazingly, this can result in savings of up to 90%).



Make sure the translation agency meets the quality standards



The translation market is very generous and offers plenty of options. However, you will notice that prices vary considerably not based on the industry-specific subject of your document but on the professionalism of the translation agencies.

A serious language service provider must meet at least three essential criteria: guarantee the quality of translations, have good references and promptly provide the customer with all the support needed to optimise the collaboration. All this is reflected in the referrals and reviews from customers.

TIP: Ask for a free translation sample. It is a translation agency's greatest business card. Make an agreement with the supplier and do not pay in advance, unless otherwise specified.

Additional
graphic design
and DTP services

You certainly don't expect the translators to work with pen and paper in the internet era. The translation industry has made significant leaps in technology through the emergence and improvement of Computer-Assisted Translation (CAT) tools. The software available includes text editors, file and storage converters (translation memories) and complex graphic design and DTP packages.



CHOOSE WISELY

TRANSLATION AGENCY

Any language combination

A dedicated Account Manager

A dedicated DTP department - text extraction and analysis – to reduce costs and delivery time

Covers any topic - collaborates with skilled native-speaker translators, specialising in different industries

Has native-speaking reviewers, specialising in numerous areas

Can translate any file format, which leads to eliminating processing implementation costs, such as website, software texts

Guarantees the service and resolves your problems

Constantly invests in the latest technologies and techniques to increase productivity, optimise costs and deliver the greatest level of quality, consistency and transparency

Can process large projects in a short time

vs.

FREELANCE TRANSLATOR

A limited number of target languages

Delivery time dependent on projects already in progress

Restricted by personal knowledge, often having limited or no graphic design or DTP skills

Usually covers only a single sector

Cannot provide reviews by another translator

Is limited by his/her own technical knowledge, along with the time and financial resources they are willing to invest

Does not have additional resources. If the result is not the desired one, he/she does not have the capacity to fix it

Is limited by his/her own technical knowledge, and the time and financial resources that it is willing to invest

Under normal conditions, can only handle a maximum of around 8 pages/day



THANK YOU!

All rights reserved. No part of this publication may be reproduced, distributed, or transmitted in any form or by any means, including photocopying, recording, or other electronic or mechanical methods, without the prior written permission of the publisher, except in the case of brief quotations embodied in critical reviews and certain other noncommercial uses permitted by copyright law.

Copyright © 2019 by Syncro Translation Services SRL



SYNCRO
TRANSLATION SERVICES