

TURNING CHALLENGES INTO OPPORTUNITIES

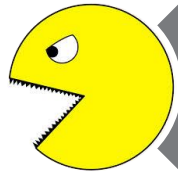
1-STOP TRANSLATION'S CASE STUDY



WHAT DOES “I AM A DRAGON” MEAN IN ASIA?



1) I am a brave man or Hero



2) I am vicious



3) I was born in 19**



4) I am a Asian

危機

Danger

Opportunity

JOHN F. KENNEDY

"WHEN WRITTEN IN CHINESE, THE WORD "CRISIS" IS COMPOSED OF TWO CHARACTERS-ONE REPRESENTS DANGER, AND THE OTHER REPRESENTS OPPORTUNITY."

OOPS!



Navigation bar with folder icons and labels: TPer DB, Career Staffs, PO DB, Client DB, POC DB, Item DB, Feedback DB (circled in red).

Feedback DB } Feedback Record #437

SETTINGS | REPORTS & CHARTS

+ New Feedback Reco

Internal/External	External
Category	2. Communication - Instruction not followed, Mis-understanding
Requested Action	1. No action was required
Elapsed Time	6 days
Contents	the talent promised to send back the file by 28th, but even failed to send the error free file by 29th. The client refused our KO file due to the late delivery ===== The client was very not happy about the quality. They lost their client for good. We are not getting paid at all from the client, but paying to our resources, thus it becomes minus \$674.68 project.
client contact email	user
Action taken	[NOV-18-13 Yuni Choi] Apology call from Don made on November 12. Apology email from Yuni made on November 18.
Due	11-03-2013
Resolved time	11-03-2013
Related direct cost	
Corrective and Prevented Actions	Sophia, Joyce, Eileen and Will had a meeting about this and agreed it is translator's fault Joyce contacted the talent about this, but they only agreed to give back 20% of payment
final comments from client	Dear Don, I really enjoyed working with 1 Stop in the past. The work was of good quality and the rates competitive. However, we recently worked on a project with Joyce, in two languages Korean and Chinese that was a disaster. The Korean was so amateurish, that the client had to cancel the deal and refused to use the Korean version. After that, I was hoping to save face and make it up to the client with the Chinese but it was another disaster. I asked Joyce to re-do the recording. Not only she made us loose precious time, but was often inaccurate in her statements. She claimed that she re-recorded a segment that turned out to be the same exact one that she had sent previously (the wave pictures are identical). I explained that it was not right, and gave her ample details on how to correct the recording. Four days later, we received what she claimed was a full re-recording of the show. It turned out to be an edited version of the only recording she ever made. The result was so unprofessional that we lost our client for good, and they even cancelled all future projects. I was used to a higher standard of professionalism from 1 Stop, and I am sorry to say that this is a big disappointment. All the best,

STATISTICS

60(135) employees

3 offices

5 AM(Account Managers)

15 Project Managers

30 in-house translators

10+Asian languages

1000 jobs/month= 40~50 jobs/day

2~3 claims per month on average



1. INPUT

AMs need to enter all Feedback whether good or bad, big or small – special compliments, late deliveries, miscommunications, anything directly related to costs. Everything that we need to 'learn from' and 'need to be shared', are to be entered into feedbackDB.

Category *


1. Responsive – Late Response or missed Due
- ✓ 2. Communication – Instruction not followed, Mis-understanding
3. Technology – corrupted file format, can't open, Tool related
4. Q1 Formatting – corrupted characters, codes, not linguistic qual
5. Q2 Style or readability – Not clearly wrong or missed translations
6. Q3 Gramatical errors or not making sense in target languages
7. Q4 Missing or totally wrong translation

VOCABULARY 1. AM VS. PM



2.NOTIFICATION

Once created, a notification is automatically sent to all Committee members (HR manager Will, Resource Director Eileen, PM advisor Joyce, Senior PM Sophia) and Marketing Manager Pricilla and CEO.



3.ACKNOWLEDGMENT

CEO will send apology email to the client

›Greetings Delfine,

My name is Don Shin, CEO of 1-Stop Translation. I received word that you had a complaint from one of your clients regarding a one of our translations.

First of all, I sincerely apologize for the trouble it caused. We will form a special committee with the quality assurance staff to review the complaint and send you the report within a few days.

Although I cannot be personally involved in each and every job, I make sure to thoroughly investigate all jobs that clients have expressed dissatisfaction due to quality issues. Although 80% of past complaints were due to either the client's misunderstanding or preference, I believe a thorough investigation is the best method for us to improve our translation process and quality.

The committee will find a new translator to review and redo the translation. Afterwards, the new translator will discuss the translation with the original translator. If there are any mistakes in the translation, we are going to not only fix them, but also perform a series of corrective actions. These corrective actions include passing along this information to the

4.ACTION1

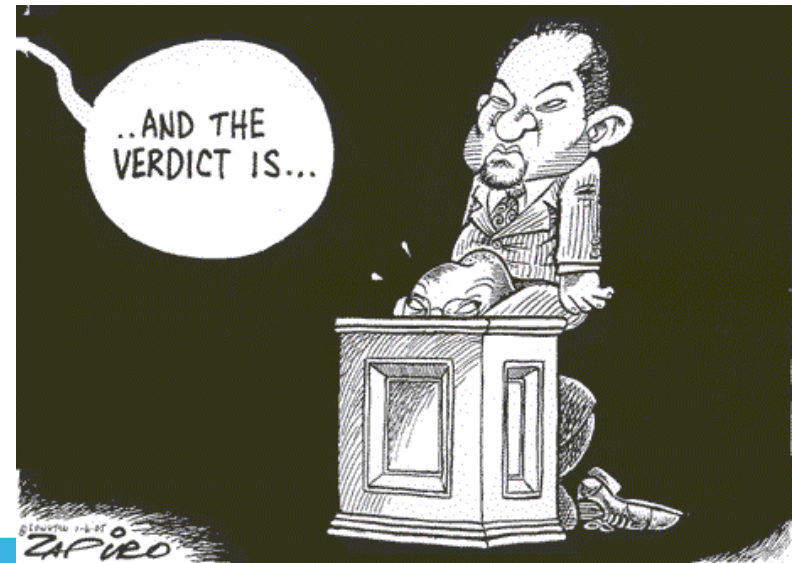
Senior PM immediately calls or talks to the PM and AM of the project and prepares the action items required in order to close the situation or to follow up.

Requested Action *

- ✓ 1. No action was required
- 2. Instructions included for future jobs only
- 3. Answers: asking reply to the questions or comments only.
- 4. Re-do : In addition to the previous action, asking to deliver the fixed file.
- 5. Compensation: In addition to the previous actions, ask for discount or refund of some money
- 6. Escalation : In addition to the previous actions, ask higher level of person to talk or review re-translate the file

5.COMMITTEE MEETING

Committee leader sends notice to all committee members and related AM/PM/Linguists for a feedback meeting. In the meeting, the related people report to the committee members what happened and why. Committee members ask questions and discuss suggestions and corrective actions. If needed, committee leader can ask senior linguist to check the files and participate in the meeting too.

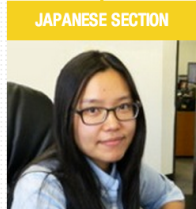


VOCABULARY 2. LANGUAGE LEADER AND RESOURCE MANAGER



PRODUCTION UNIT

EILEEN GAO
Resource Manager



JAPANESE SECTION

GINA LEE
Vendor Manager



PRODUCTION UNIT

WENDY LIU
Chief Linguistic Advisor



CHINESE SECTION

BRUCE ZHANG
CH_TR & QA Leader



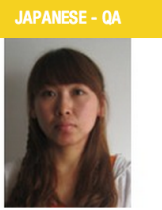
PRODUCTION UNIT

LIVIA LONG
Assistant Resource Manager



KOREAN SECTION

APRIL MENG
KO QA



JAPANESE - QA

PENNY HUI
JA QA Leader



JAPANESE SECTION - LINGUIST

HIROE KAWAMURA
IN-house Japanese Translator



CHINESE SECTION - QA

ALICE YANG
CH QA



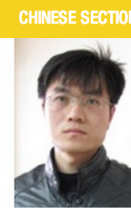
CHINESE SECTION

MINGYANG ZU
Planning



CHINESE SECTION - SENIOR LINGUISTS

HOLLY ZHAN
Senior Linguist



CHINESE SECTION

FRANK FAN
CH QA




KOREAN SECTION

LISA JIN
KO QA

6. REPORT

After the meeting, the committee leader collects more information, talk with more people (e.g.: marketing, technician, L10N Engineer, resource manager, PM, QA team leader) as needed and make decisions and report to CEO and cc Marketing Manager. The report should include: timeline, causes, causer (can be divided to multiple people by %), corrective action plan, estimated time and cost.



MONTHLY INTERNAL REPORT

Feedback #	Job #	AM	PM	Feedback details	Why this happened	Responsible	Corrective and Prevented Action
#433	50068	Sandy	Cathy	The client complained the translation is inconsistency with the reference file	The client send the reference file, but didn't mention that we have to keep consistency with it	100% translator responsible	<ol style="list-style-type: none"> 1. Translator has updated the file according to the client's requirements 2. We will find more Lao reliable resource, especially for the reference file 3. Sophia emailed to the PMs emphasize the importance of providing the reference file and guide files from the client
#434	51024	Jack	Rose	Late delivery	The PM Rose send the job to Tassej, but didn't notice there is no confirmation from her till noon time. After she got the message that Tassej can't take it, she send to Sonia, set the due by 5pm BJT, but Sonia's Trados has problem, so failed to send the translation back till 7pm	70% translator's responsible 30% PM's responsible	<ol style="list-style-type: none"> 1. Joyce asked Robin to email to Sonia as well as other PMs to make sure to inform the PM related if anything happens to avoid late delivery. 2. Sophia emailed to PMs, stressing that <ol style="list-style-type: none"> 1) if any delay may happen, make sure let the AM know 2) Get linguists' confirmation ASAP 3) Check how it is going with the linguist before the start of the big projects, which may prevent some problems. 3. Give Rose a oral warn
#435	50997	Yuni	Rose	PM forgot to deliver the job	When Jack was asking about job 51024, Rose is in the middle of delivering this job, she has finished preparing deliveries, and just about to email to the client. Then she hurried to take care of 51024, but forgot this delivery hasn't send to the client	100% PM's responsible	<ol style="list-style-type: none"> 1. Give Rose a oral warn 2. Sophia emailed to the PMs asking them to check their unfinished folder before they leave the office everyday

NOTIFICATION

Once the report is approved, committee leader sends notice to the committee members and related people.

G	H
Responsible	Corrective and Prevented Actions
100% translator responsible	<ol style="list-style-type: none">1. Translator has updated the file according to the client's instruction2. We will find more Lao reliable resource, especially in US3. Sophia emailed to the PMs emphasize the importance of reference or guide files from the client
70% translator's responsible 30% PM's responsible	<ol style="list-style-type: none">1. Joyce asked Robin to email to Sonia as well as other translators to make sure to inform the PM related if anything happened which will cause late delivery.2. Sophia emailed to PMs, stressing that<ol style="list-style-type: none">1) If any delay may happen, make sure let the AM know before the due2) Get linguists' confirmation ASAP3) Check how it is going with the linguist before the deadline for urgent or big projects, which may prevent some problems.3. Give Rose a oral warn

CLOSING

Committee leader closes the record on feedbackDB and reports to all related people include CEO and Marketing Manager. This report should include but not limited to : Who? Time, related numbers, **result of the corrective actions.**

CHALLENGES ARE ENDLESS

- **24*7 operations**
- **No minimum fees,**
- **No DTP Charges,**
- **No Urgent Fees**
- **Too many conferences**
- **Too many CAT tools**
- **Too many file formats**
- **Customized MT**
- **Too much educated Clients**
- **Too much Transparency**
- **Too much educated Translators**







The End