



# Pulse of ASIA

Impact of Translation and Localization in the Asian iGaming Industry

Resolving Complex Multilingual Feedback

Diving into the Blue Ocean: Harnessing the Power of SEO

Growth: A Race to the Top



### reface

Dear Readers,

Step into the vibrant world of the translation and localization industry with the Fall Edition of *Pulse of Asia*, your passport to global communication. In today's interconnected world, the art of translation and localization has never been more vital. It serves as the bridge that effortlessly connects cultures, industries, and ideas across borders.

Within the pages of this edition, our mission is clear: to provide you with insights, hands-on experiences, and expert perspectives that will illuminate your path in this ever-evolving field. Together, we'll navigate the distinctive challenges and embrace the boundless opportunities that arise when working with Asian languages.

Pulse of Asia takes great pride in featuring esteemed professionals and visionaries who generously share their expertise and real-world experiences, offering invaluable insights and pragmatic advice. In our coLABoratory segment, we have the privilege of showcasing the remarkable contributions of industry luminaries **Oscar Nogueras** (Ontranslation) and **Isabella Massardo** (GALA).

To our cherished readers, we extend our heartfelt gratitude for your unwavering support and insatiable intellectual curiosity. Let the pages of *Pulse of Asia* serve as your guiding light through the intricate web of translation and localization. Together, let's embrace the challenges and revel in the triumphs as we embark on this exhilarating journey.

Thank you for joining us in this enlightening odyssey!

Enitsa Koeva Global Marketing Manager & Graphic Designer

### ontents

### **Localization Station**

AI and The Future of Korean Voice-Over Translation	page 6
Impact of Translation & Localization in the Asian iGaming Indutry	page 10
Chinese and the Unified Medical Language System	page 14
Automatic Transcription in Hindi	page 18

### **Focus on Experts**

Breaking Down Barriers in Steel	page 24
Resolving Complex Multilingual Feedback	page 28
The Role of Vietnamese Language Annotation in AI & ML	page 32
Analysis and Dealing with Negative Feedback	page 36

### coLABoratory

Diving into the Blue Ocean: Harnessing the Power of SEO	page 42
Localization Quality Management in 2023 and Beyond	page 46

### Takeaway

Growth: A Race to the Top	page 52



### AND THE FUTURE OF KOREAN VOICE-OVER TRANSLATION

As of December 2020, Netflix was said to have 3.8 million South Korean subscribers. This necessarily means translating and localizing video content for local audiences and as such, Korean voice-over translation has become a highly sought-after service. But what are voice-over translation services and how do they work? In addition, what are the challenges when it comes to the Korean language? What's more: what role does Artificial Intelligence (AI) play in



**Desi Tzoneva** 

**Content Writer** 

synthetic voice-over? In this article, we explore the answers to these questions. What Is Voice-Over Translation?

When it comes to Korean voice-over translation, we are talking about a detailed process that involves taking content from a source language and translating it, and localizing it into Korean so that the content is both linguistically and culturally appropriate. However, the process goes a bit further than mere translation and localization because there is an element of the human voice involved.

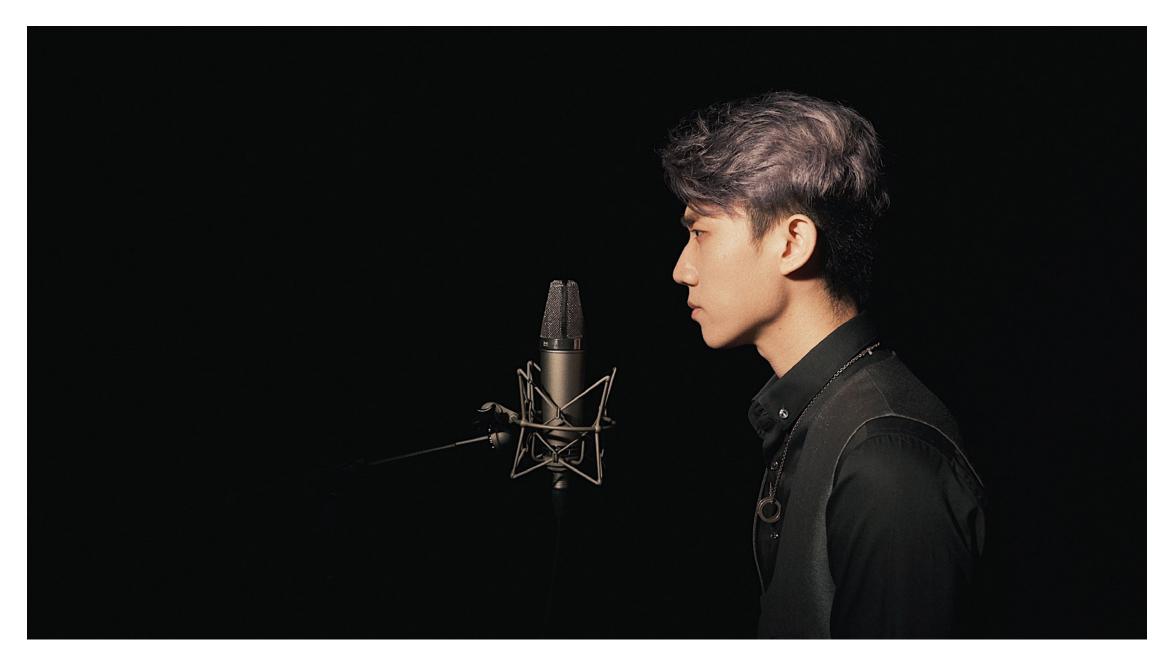
In fact, a human voice is recorded speaking the localized content in Korean while the voice-over actor is not seen on the screen or in the sound bite. This is especially useful in cases related to entertainment, education, media, technology, film, and even the video game industries where a lot of foreign content is entering South Korea but it needs accuracy in terms of localization for the content to be locally accepted, and then a native speaker conveys the intended message in a native style as well.

This person is rarely seen but their voice is heard in the audio or video file. It creates a feeling of authenticity as the localization expert's job is to ensure that the script that must be spoken is as close to the native level of acceptance as possible. In particular, Korean voice-over translation is the preferred choice for short-form audiovisual content. However, it can be longer such as that used in documentaries or films.

### **How Does it Work?**

In order to ensure that you have properly translated and localized content that is ready for Korean voice-over translation, you need to also be aware of the various steps in the process. In short, here is a quick summary of what it entails:

- The customer's requirements and materials for translation and localization are reviewed:
- Appropriate, native-level translators and localization experts are then assigned to the project;
- Once the translators and localization experts are ready with the content, the translated scripts are proofread for accuracy and quality;
- Castings are then organized where the most suitable voice actors are selected who will match the original
- After this, there is recording and post-production in a studio environment;



· The final step in Korean voice-over translation is the audio file delivery of the translated version.

### Specifics and Challenges of Korean **Voice-Over Translations**

Although you may have a perfect content file in your source language, there are important specifics and challenges that you must bear in mind when it comes to Korean voice-over translation and multilingual voiceovers.

This is because the Korean language is considered an "isolated" language and it has its own alphabet, grammatical rules, honorific rules, and cultural nuances. As such, you have to be able to take into account the Korean cultural context because your original content file will not have taken that into account.

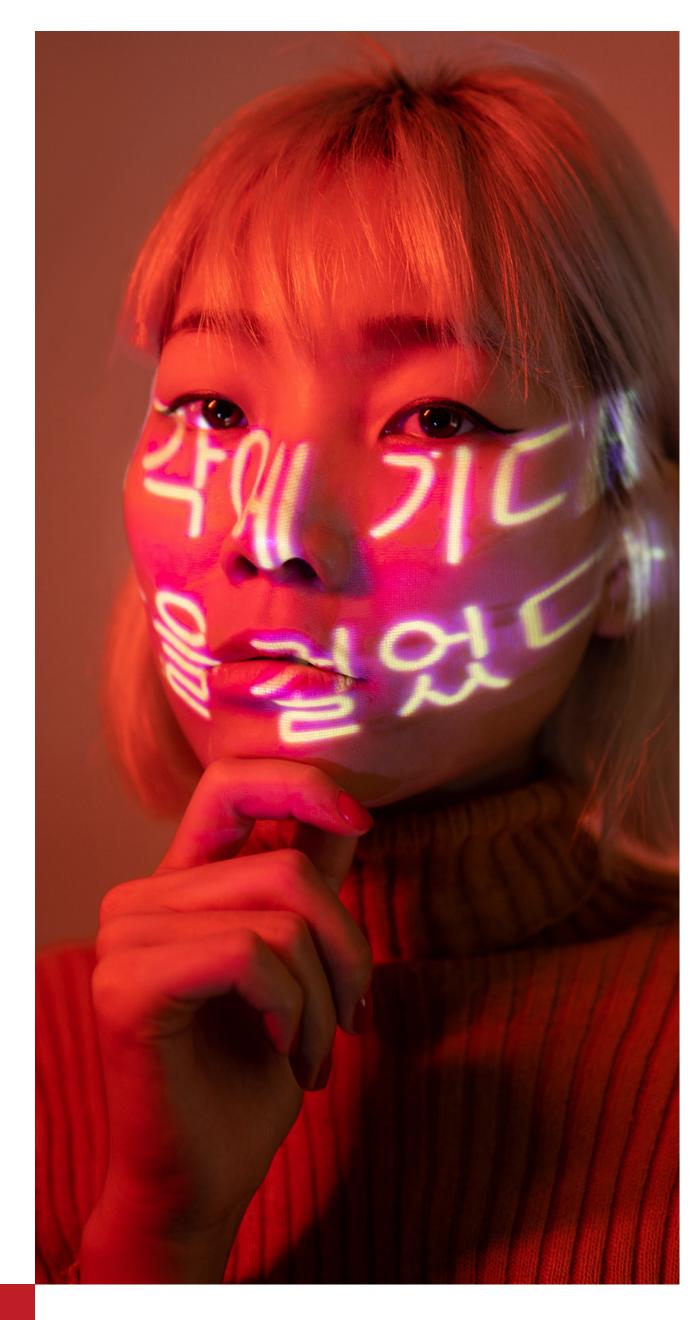
Another challenge comes with accents. In order to be as authentic as possible with your Korean voice-over translation, you must ensure that you use only authentic, native speakers and not those who may be fluent in the language but who also carry an accent that will easily be picked up by the native-speaking audience.

This is why when you approach Korean video voiceover translation, you need to take a holistic view with a culture-first approach that focuses on the viewer experience.

But with this in mind, you may be wondering about the voice-over translation rates and how they are calculated. In the industry, standard practice for voice-over production is based on two components: production costs and usage fees. Other charges that may also apply include urgency fees, although in some cases, you may be able to take advantage of discounts.

When looking at production costs, it is worth knowing that these may include: transcription, translation, studio costs, talent fees, and others.

As for usage fees, these may include royalties or buyouts, broadcast or non-broadcast, the channel of distribution, geographical coverage, and requested usage periods.



### The Impact of AI on Voice-Over Translations

Although we alluded to AI when it comes to voice-over translations a bit earlier, it's important to take a closer look at it because of its growing impact on the translation and localization industry. As is well-known to many by now, AI intends to mimic human behavior.

This is why developments have taken place around Al translation and Al voice-overs. Mimicking the human voice and sounding as authentic as possible, it is now a possibility to use Al for your Korean voice-overs to match the voice you want while getting an authentic Al translation as well.

However, because this technology is still in its infancy, it's unlikely to take over the need for skilled humans. Instead, rather than replacing humans altogether, AI is likely to supplement our roles in translation and localization, speeding up processes for faster outcomes rather than replacing humans altogether.

### **The Bottom Line**

Korean voice-over translation is increasingly on the rise because of the growing demand for foreign content in the country. However, to be successful in your voice-over efforts and translation and localization practices, you need to ensure that you provide your viewers and audiences with an authentically Korean experience. This necessarily involves being culturally sensitive and aware and implementing these nuances in the final script, which will then be conveyed to your audience in Korean.

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### Korean Honorifics Titles

### SUNBAE 선배

Literal meaning: "senior"

**Addressing:** A female or male student who's older than you at school/university

**Used by:** A younger female or male student

### SSI W

Literal meaning: "Mr./Miss/Mrs."

Addressing: Someone whom you need to show some respect to (coworker)

**Used by:** Business environment

### NIM 님

Literal meaning: "Mr./Miss/Mrs." (It's more polite and respectful than 从[ssi])

Addressing: A female or male student who's

**Used by:** An older student to call someone

younger than you at school/university

Addressing: Someone whom you need to show some respect to (CEO/manager/director)

**Used by:** Business environment

HOOBAE 후배

Literal meaning: "junior"

who's younger than him/her

### BANMAL 반말

**Literal meaning:** "Short talk" **Addressing:** A close friend

**Used by:** Informal environment

### JONDAETMAL 존댓말

Literal meaning: "Polite word"

Addressing: Someone whom you need to show some respect to

**Used by:** Business environment

## MPACT OF TRANSLATION & LOCALIZATION IN THE ASIAN IGAMING INDUSTRY



high value.

**Desi Tzoneva** 

Content Writer

It may be said that Europe leads the way with iGaming services and offerings but Asia is not far behind in terms of interest and demand. In this article, we explore the state of the iGaming industry in Asia and some of the ways in which challenges with translation and localization can be overcome. Let's take a closer look.

For anyone who has traveled to Macau, you will immediately notice all the massively-sized casinos offering gambling facilities to citizens from the region where gambling is not legally permitted. However, apart from physical casinos and their immense popularity in Asia, online gambling is becoming a massive form of entertainment with a really

### The State of the Industry: New Realms of Success

According to Statista, the casino games market in Asia was valued at around \$1.61 billion last year alone with a high compound annual growth rate (CAGR) of 8.23%. This means that the projected market volume is expected to reach \$2.48 billion by 2027.

It's not just online gambling games that are contributing to this success though. In fact, there is **in-app purchase revenue**, which was expected to reach \$966.90 million last year. Furthermore, there is **paid app revenue** in the same market with an anticipated value of \$27.98 million.

And of course, we can't leave out **advertising revenue**, which was projected to reach \$614.60 million in 2022. With approximately 0.72 billion downloads in 2022 alone in Asia, we are looking at an exceptionally robust market with rising demand and the need for European or Western gaming providers to tailor their offering effectively in order to reach this market and reap the rewards.

### Challenges in iGaming localization

Despite the massive size of the market, the anticipated financial growth, and the potential for profitability for external players to enter the Asian iGaming market, there are several important considerations that must be taken into account when preparing to enter a new market such as Asia. Of course, it goes without saying that there is great linguistic and cultural diversity that a translation and localization partner will need to be aware of and interpret accurately. However, there are numerous other challenges to be considered as well. Here is a list of just a few of them:

• Taking cultural diversity into account: although the rules for many of the games in online gambling may be similar the world over, such as poker or slot games, it's essential for a European iGaming provider to consider cultural diversity and nuances before entering the market. Things such as colors can have ominous or lucky meanings. There are also local superstitions, special holidays, traditional beliefs, etc., which affect when, where, and how a game is



played. This is where a professional translation and localization partner can bridge the gap between cultures and ensure cultural sensitivity and market success while building player trust.

- thought to be related to only how a user or a player interacts with the site or app in terms of functional buttons, sufficient informational content, and easy-to-navigate layout. However, UX in iGaming goes further than this, and European iGaming companies also need to consider their customer support. This should be available on as many platforms as possible, including telephone, email, live chat, etc. In addition, support should be available in the player's language so that player trust is increased and the particular iGaming company is able to satisfy their customers' needs.
- Navigating regulatory challenges: every iGaming industry in different corners of the world has specific regulatory requirements that it needs to comply with. From privacy policies to safe online gambling, European iGaming companies must comply with

- local laws as well as promote trust by their players for greater safety and compliance. Of course, this requires accurate and timely translations and localization efforts, which need to be country-specific and updated as and when regulation changes take place.
- SEO-optimized translations: European iGaming companies must also take search engine optimization (SEO) into account when entering Asian markets. With this, it's critical to carefully study search queries, different search engines, as well as aligning keywords and meta tag descriptions to align with specific Asian players' preference and search engine trends. This will not only be beneficial for players but the higher search engine rankings will be good for the organization in question, too.
- Multi-device solutions: when it comes to online gambling in Asia, research shows that Asian players prefer to use their desktop computers for such games. However, with the proliferation of smartphones, they are increasingly being used as betting devices. This means European or Western iGaming companies must tailor their content so that mobile versions



are easy to access and use. Using streamlined infrastructure to cater to a diverse set of technological needs will place these online gambling companies in a better position.

• Flexibility in modes of payment: perhaps the most crucial means of earning revenue for European online gambling companies is the in-app purchases, advertising, and access provided to players to enjoy their games. However, Western payment solutions are often foreign to the Asian market, and popular local solutions must be south after as alternatives. This includes offering a variety of payment alternatives such as e-wallets, credit and debit cards, mobile payments, QR payments, wire transfers, etc. And in addition to this, localization with these payment options will be extremely necessary so as not to alienate or frustrate players or to make them feel distrustful of the brand they are interacting with.

### **Concluding Remarks**

While online gambling is taking Europe by storm, Asia is by no means far behind. The European iGaming market is thriving and it is rapidly expanding into Asian nations to bring players variety, fun, and entertainment. However, when entering Asian markets, European iGaming companies need to ensure that they cater to local customs and linguistic preferences through accurate and nuanced translation and localization. Without these efforts, such market entry could fail before it even gets off the ground.



### HINESE AND THE **UNIFIED MEDICAL** LANGUAGE SYSTEM



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**Content Writer** 

In medical terms in the English language, the term "cold" and "cold temperature" do not always mean the same thing. For example, although "cold" can mean "cold temperature", it can also be associated with negative physical symptoms such as coughing and sneezing, headaches, and a variety of others.

To address this potentially confusing situation, the UMLS medical system or unified medical language system/ UMLS was developed in the 1980s. The brainchild of Donald A.B. Lindberg, it is in extensive use today. But if you're wondering what the unified medical language system/UMLS is and what it's challenges are in terms of Chinese medical translation, keep reading to find out more.

### What Is the UMLS?

Developed by the National Institutes of Health, the unified medical language system/UMLS is a "set of files and software that aggregates more than 200 health and biomedical vocabularies and standards to enable interoperability between systems". What this means in practice is that medical professionals are involved in the process, who use lexical analysis tools, to give the same meaning from different vocabularies and then link them. However, there is a challenge with all this.

And that lies in the fact that most medical terms are in English (70.8%), followed by Spanish (10%), French (2.7%), and other languages such as Hebrew. For Chinese medical, the percentage is miniscule despite the size and influence of the country. What's more is that only simplified Chinese has been included in the unified medical language system/UMLS, posing even further challenges.

### What Is the Importance and Main Goal of Having a Unified Medical Language System – UMLS?

The primary purpose and main goal of the unified medical language system/UMLS is to facilitate medical terminology normalization and interoperability. Although this may sound simple enough, it is a complicated task, especially in the context of Chinese medical translations.

### What Are Some of the Translation **Challenges for Chinese?**

With the limited dataset or corpus for Chinese, the unified medical language system/UMLS still has a long way to go. In addition, there are some important linguistic differences with Chinese and English (as well as other Latin-based languages), which create challenges that need to be overcome for the system to operate as effectively and efficiently as possible. Here are just a few of them that have been identified.



- Chinese is a type of logographic writing system: first of all, Chinese is a type of logographic writing system. This means that one symbol can represent an entire word with no adequate guidance as to its pronunciation. Although Chinese is not the only language to have this type of writing system, its complex nature poses challenges for inputting these word representations through symbols in computers and attempting to ensure an accurate translation.
- Lack of well-developed terminology systems: as mentioned earlier, there is a difference between having a "cold" and having a "cold temperature". In Chinese, this problem is compounded because there is a lack of well-developed terminology system. The country is so vast in size, there are so many dialects and language groups, there is traditional and modern medicine with each of their variations and specificities, and Chinese itself can be written and spoken as simplified or traditional. Therefore, this lack of uniformity and cohesiveness can pose challenges to the "unified" nature of the unified medical language system/UMLS.
- Mapping strategies: furthermore, when it comes to mapping strategies or using computers to input medical language data, there are a variety of techniques, strategies, and methods that can be used. Five authors who tested this studied the outcomes of string, semantic, and string and semantic strategies only to discover that each one produces different results and outputs.

Diversity of Chinese medical entities: finally, the great diversity of Chinese medical entities poses an incredible challenge for the unified medical language system/UMLS because there is so much internal diversity that coming to a unified conclusion and reaching agreement on one term can be a long, laborious, and arduous process.

### **Concluding Remarks**

Although the unified medical language system/UMLS has an incredibly noble goal in mind, this goal will face challenges when it comes to the China writing system in the context of reaching agreement in respect of medical terminology.

Despite this, with the right combination of human skills, experience, and knowledge and computer aided programs that help machines learn better, the unified medical language system/UMLS can be further developed and refined for greater accuracy and improved results.

This will not only have a positive impact on medical practitioners all over the world, but on patients and their health and well-being.

### Different Uses of Unified Medical Language System (UMLS)

- Link terms and codes between your doctor, your pharmacy, and your insurance company
- Coordinate patient care among several departments within a hospital
- Process texts to extract concepts, relationships, or knowledge
- Facilitate mapping between terminologies

- Develop an information retrieval system
- Extract specific terminology from the Metathesaurus
- Create and maintain a local terminology
- Develop a terminology service
- Research terminologies or ontologies

### TRANSCRIPTION Challenges & Solutions



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Content Writer

Many organizations across the world today are increasingly using automatic transcription to help speed up processes. We've all heard of Alexa and Siri for taking our instructions, but what about e-commerce websites and client-facing organizations that need to automatically transcribe audio to text?

There is a growing demand for automatic transcription services, which means they need to be fast and produce accurate results. And with a widely spoken language like Hindi, the need to auto-transcribe has never been greater. In this article, we explore what automatic transcription is and what the challenges are to automatically transcribe audio to text in Hindi. Let's get started!

### What Does Automatic Transcription Mean?

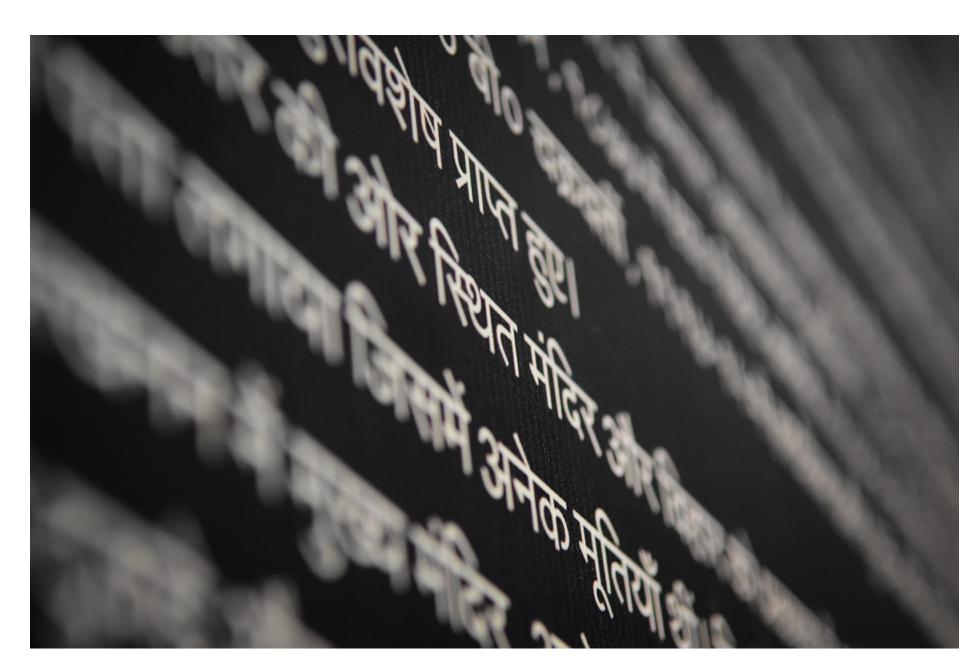
An automatic transcription, broadly defined, is a term that refers to taking speech through an audio file, tokenizing that speech through a large language corpus, resulting in written text with high accuracy. This means that the spoken audio file is as accurately transcribed as possible. However, with Hindi, there are many challenges in this process. Below, we take a closer look at what some of these are.

### Why Will Hindi Transcriptions Probably Have Misinterpretations?

Despite the presence of automatic transcription services for Hindi and their continued development, automatic transcription of Hindi for commercial or non-commercial purposes poses certain challenges. Among these are some of the following:

• **Hindi characters:** in order to auto-transcribe audio from Hindi, the computer program needs to break down Hindi words into special characters. In Hindi,

the alphabet script consists of vowels, consonants, and other characters. With regard to vowels, each vowel is represented by a separate symbol and there are 12 of them. However, the picture becomes more complicated because some consonants have an implicit vowel (matra) that is attached to the consonant. This, therefore, needs to be clearly distinguished by the software that is "reading" the sound file. In addition to vowels, consonants in Hindi are divided into different categories depending on the place and manner of their articulation. In particular, they are divided into five Vargs (groups) and nine non-Varg consonants. Some of these are nasal. Others constitute primary and secondary pairs. Some of these are unvoiced sounds whereas others are voiced sounds. And yet others are aspirated counterparts. Finally, with regard to the other characters, such as anuswar, visarga, chanderbindu – these can indicate nasal consonant sounds and each one will depend on the character that follows it. Therefore, this will determine whether the subsequent sound is nasal or not. As such, teaching a computer program to learn



these distinct linguistic characteristics can prove challenging.

- Grapheme-to-phoneme (G2P) conversion: the second important challenge that arises comes with grapheme-to-phoneme (G2P) conversion in a computer language. This takes place when a written representation of a word or a combination of text forms is transcribed into a sound format.
- **Schwa deletion:** schwa deletion is a further challenge. This is because, in Hindi, some vowels at the beginning or end of certain words are completely omitted when spoken. Although, in written form, they are expressed fully.
- **Compound words in Hindi:** of course, Hindi is also characterized by compound words that are joined together to create meaning and context. As such, computer programs need to recognize this compound nature and ensure that they accurately auto-transcribe the spoken speech.
- Voice activity detection: a further challenge is voice activity detection. We all know that spoken language is not full of words only. Instead, it contains pauses

and natural silence. In addition to this, there is also background noise that is picked up by computer systems, especially in a client-side usage of a mobile or web app when interacting with a computer interface. Thus, computer programs must be taught to recognize silences, pauses, as well as background noise and accurately tokenize these attributes to provide clear spacing between words.

- The need for an exceptionally large language corpus: when doing an automatic transcription for Hindi, there is also a need for an exceptionally large language corpus to ensure that when the computer program does an auto transcribe, it will have a large volume of data to use for more accurate transcription.
- Close collaborations are needed between linguists and computer scientists: of course, whether an organization requires an automatic video transcription or to auto-transcribe audio, there must be a close collaboration between linguists and computer scientists to ensure more accurate output.
- Implementation of speech recognition technology: and the final challenge on our list is the actual



implementation of speech recognition technology when undertaking an automatic transcription. This can pose technical challenges for organizations that are not well-versed in the mechanics behind a technical implementation of an auto-transcribed audio file.

### **Case Studies**

Despite the limited nature of the research that has so far been carried out in the field of automatic transcription — whether it's to auto-transcribe audio or for an automatic video transcription — some scientists and authors have made great inroads into improving the automatic transcription process for Hindi using several different models and producing strong results with statistically significant outputs.

An example of this can be found in Kumar and Aggarwal's work, which established that using their model for automatic transcription, the overall word accuracy and the word error rate of the system was 94.63% and 5.37%, respectively.

Apart from these authors, other works of Joshi and Kannan as well as Saha and Ramakrishnan in the field of auto-transcribing audio in Hindi, have also had statistically significant results.

Therefore, in the space where an organization needs to auto-transcribe for Hindi, positive strides have been

made and further literature and studies need to be pursued for greater accuracy and better results for organizations.

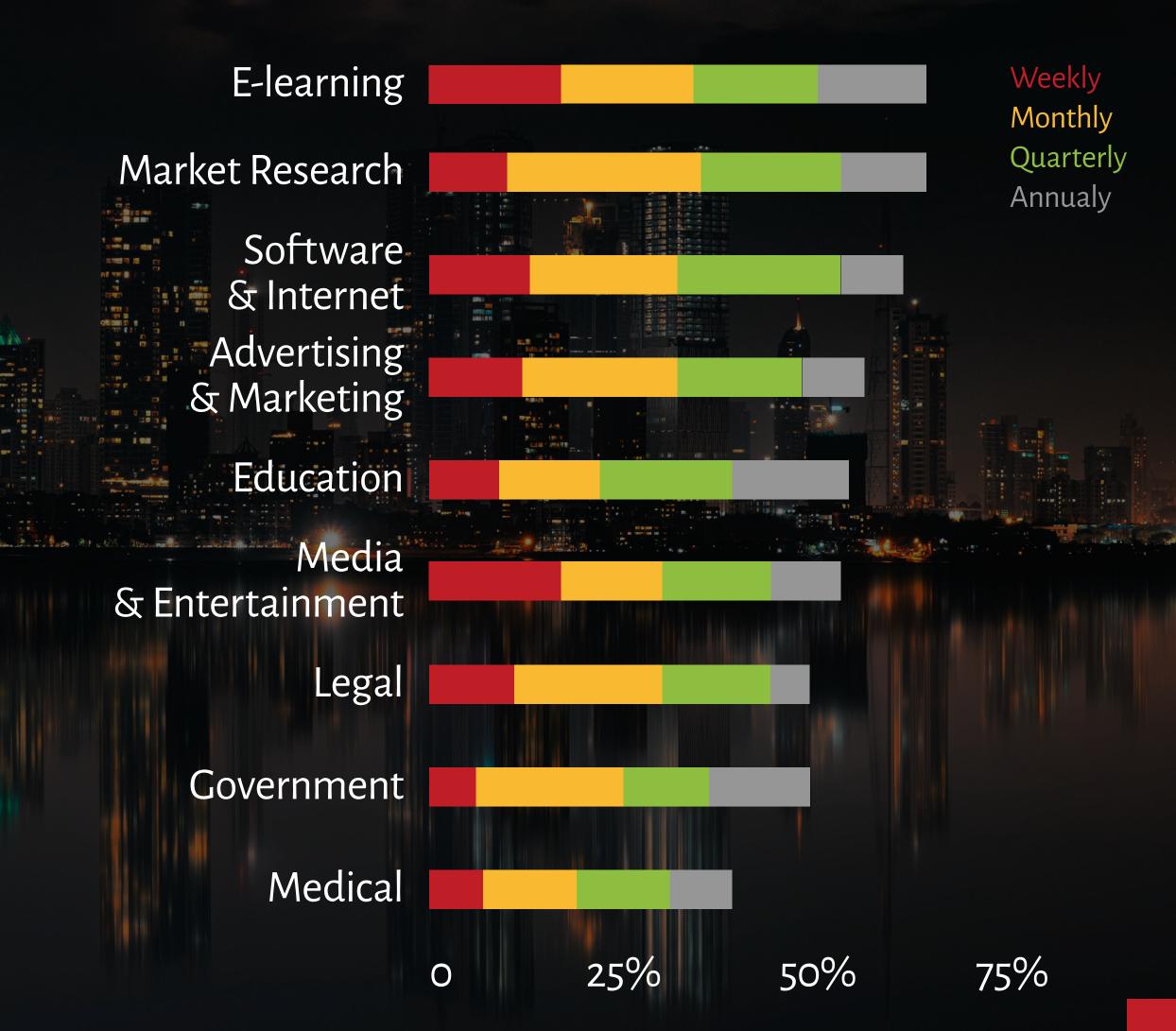
### **Looking Ahead**

To auto-transcribe in our day and age is a necessary part of doing business. It's no longer about listening to voice recordings and manually typing them out. Instead, it's about teaching computers to understand voice and then automatically transcribe it for business usage.

However, with the Hindi language, there are still many challenges that arise in the field of automatic transcription that's free of errors. As such, further research is needed in this field to help organizations serve their customers better.

Request a quote!

### The Industries Embracing Automatic Transcription & Al Growth





### REAKING DOWN BARRIERS IN STEEL The Vital Role of Japanese Translation



**Desi Tzoneva** 

**Content Writer** 

Just five years ago in 2017, Japan was the world's second-largest steel exporter, exporting to over 130 global countries and territories. These exports are used in a broad range of industries including automotive, shipbuilding, electrical machinery, civil engineering, construction, and industrial machinery.

With such a broad range of usage of this material, the global nature of the industry requires accurate and professional Japanese translation. In this article, we explore the nature and developments in the industry, the need for translation services, and some of the potential challenges that may arise with Japanese translation.

### Developments Surrounding the Japanese Steel Industry

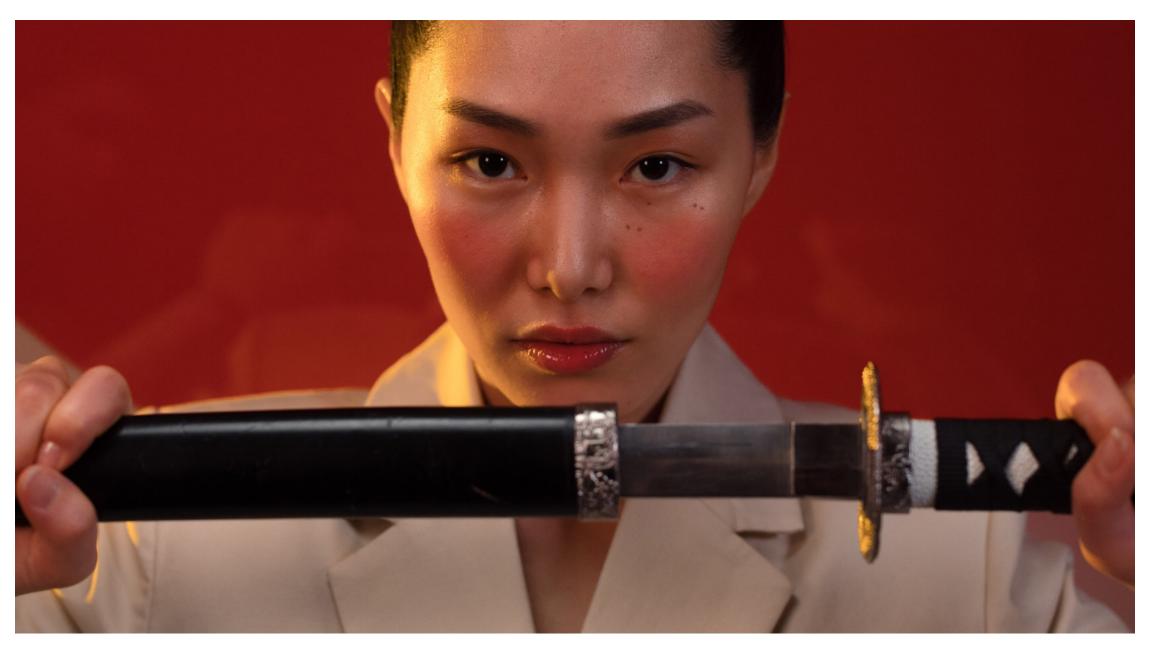
As part of an in-depth analysis of the Japanese steel industry, the Ministry of Economy, Trade, and Industry identified several issues facing it. These include:

- Sophistication and diversification of user needs for materials: one of the ways this development has manifested itself is in the creation of ultrahigh-strength steels with high formability in order to compete with other materials. In addition, the cooperation between materials is also being pursued, including adding new value through composites that combine different types of materials.
- Overseas competitors catching up: a further development is the increasing competition in the steel industry. The production of Japanese steel and subsequently Japanese steel exports require greater awareness, flexibility, and adaptability to overseas competition from major steel-producing markets such as Australia.

- Decreased domestic demand and energy and environmental restrictions: in addition to the above, when it comes to the production of Japanese steel, we are also seeing an increased commitment to environmental issues as the government has pledged, at least within the industry, to achieve carbon neutrality by 2050.
- Impact of digitalization on reform: finally, we are also looking at the impact of digitization on the reform of the industry, which means the implementation of artificial intelligence (AI) and other robotic-like aides to assist with the process of Japanese steel production.

### The Need for Japanese Translation Services

When it comes to Japanese steel exports, we already mentioned that the country exports to over 130 countries in the world. However, the top 10 markets for Japanese steel are: Thailand, China, South Korea, Taiwan, Vietnam, Indonesia, Mexico, the US, Malaysia, and India. These states account for the largest Japanese exports of



steel and it is notable to mention that there is a major linguistic diversity between each of these markets.

While some like the US and India use English as the primary medium of communication, there are also Spanish and multiple other languages, each with its own level of complexity, nuances, and requirements for accurate translation. In an industry where marketing and trading with so many countries take place on a continuous basis, it has become necessary for Japanese translation services to deliver high-quality output in order to ensure seamless business and trade relationships.

### Challenges That May Arise With Japanese Translation

As such, Japanese translation has become much sought after, especially with regard to Japanese exports of steel. However, translating into or from Japanese requires a certain finesse and a deep understanding of both the linguistic and cultural nuances that set the language apart. Here are a few areas of consideration that must be taken into account when doing a Japanese translation:

- · In terms of vocabulary, Japanese has its own set of words for practically everything. However, there is intensive borrowing from Chinese as well as English.
- In terms of grammar, when doing a Japanese translation, it's important that the sentence structure follows a subject-object-verb structure. What's more is that verbs often appear at the end of sentences, making literal translations nonsensical.
- In addition to the above, honorifics and distinct levels of politeness must be factored in when doing a Japanese translation. This structure of formality levels means that verbs, adjectives, and even nouns can change, depending on the context.
- Finally, there is the challenge of typography. It is important to note that Japanese uses three types of scripts. These are Kanji, Hiragana, and Katakana. Although there are numerous rules that indicate which script should be used, there are also many exceptions. And adding to this complexity is the fact that Japanese can be written horizontally (left to right) and vertically (top to bottom).



With these linguistic nuances, there are many challenges that arise with translating and localizing Japanese. Among these include:

- · Difficulty with literal translations.
- Absence of direct or accurate translation of words that have no direct correlation from the source language to the target language.
- Manual checks will need to be implemented alongside computer-assisted translation (CAT) tools for quality control. This can slow down translation processes quite significantly.

Lastly, there are some best practices to follow to manage translations in Japanese for the steel industry in particular. That's why it's essential to:

- Translate for cultural propriety and do not be afraid to embark on processes of transcreation
- Use a style guide to help you navigate the complexities of formality levels, tone of voice, honorifics, etc.
   A list of words that do not need to be translated, such as brand names, should also be included in the project description.
- Use the right tools and translators for the job and always factor in more time for the completion of the project than anticipated in order to ensure high-quality output.

### **Concluding Thoughts**

When it comes to Japanese translation for the steel industry in the country, there are so many nuances that have to be considered. There are, for example, legal, business, cultural, country-specific, governmental, and other requirements that will dictate the nature and anticipated outcomes of any translation project.

This is why it's crucial to use a translation partner that is competent and uses the right sets of tools and processes to ensure high-quality translation and localization outcomes for your Japanese and steel industry-related translation project.

Learn More About Japanese



## ESOLVING COMPLEX MULTILINGUAL FEEDBACK



Desi Tzoneva

Content Writer

The number of transnational companies is rising, creating many opportunities for economic and business growth. Access to a wide customer base in a location that is not limited to an organization's home country is a profitable endeavor. But it comes with certain challenges.

One example of this is the multilingual barriers that arise when an international organization is attempting to communicate with its customers in another country. How does one gauge the sentiment of the client's feedback in a different language? What steps should be taken? What are some of the corrective measures that need to be implemented?

And finally, can we learn from prior mistakes? The answer to the last question is "yes" and in this article, we explore the topic of corrective feedback in greater detail to learn from lessons from the past and improve performance going forward.

### What Is Corrective Feedback and Where Is it Used?

Imagine that you are an international business that is expanding to different global territories. Apart from ensuring that you provide a high-quality product and service, strengthening your brand's overseas reputation, building customer loyalty, and creating a positive customer experience, there are also challenges of translating customer feedback to ensure that you take the right corrective actions so that you do not lose them.

Research shows that client feedback and taking steps to resolve any issues is one of the best ways to retain customer loyalty. And customer loyalty translates into greater profits for the business. The alternative is a loss of customers, loss of profits, and a poor reputation in a local market, which could affect the business' overall

standing in that country. This is why it's important to look at what corrective feedback is and why it is used.

In many cases, when a business is seeking to gauge its impact and the quality of its products or services on its customers, it sends out surveys, collects data from social media, carries out sentiment analysis, and even evaluates the results of the business' net promoter score. Each of these feedback mechanisms is crucial in ensuring that a customer's feedback is integrated into the business with efforts made to see to it that the customer isn't lost, their point of view is taken into account, and that corrective steps are taken to improve the customer experience.

This is why corrective feedback can be defined as the process when a customer of an organization sends feedback, this feedback is thoroughly analyzed, and



finally, remedial steps are taken to correct any negative customer experiences in the future for greater customer loyalty. Corrective feedback is used by hundreds of international organizations to ensure the quality of their output. However, the challenge arises when there are linguistic barriers between the parent organization and its local target market in another country.

### Why Is Corrective Feedback Important and What Are Its Benefits?

Learning from one's errors and taking steps to correct them is part of the process of corrective feedback. From a linguistic point of view, the barriers that may arise between an organization and its local customers in a foreign market are huge. Slang and idioms are just some of the linguistic difficulties that need to be addressed. Others include an absence of a "knowledge base" or access to resources.

Yet further challenges may involve cultural nuances that are expressed linguistically such as honorifics and others. However, despite these challenges, there are numerous benefits of corrective feedback that must be factored into an organization's international expansion efforts in order to better and more successfully penetrate new markets. Some of these include the following:

- · You'll get an improved understanding of your global audience
- · You can make data-driven, more precise, and accurate decisions
- · You'll be able to save on time, costs, and resources further down the road, and
- · Your organization will be able to enhance the customer experience and boost customer loyalty.

### Learning From the Past: A 1-StopAsia Case Study on Corrective Feedback

At 1-StopAsia, we have in-depth processes for assessing the quality of our translation efforts and high standards in terms of producing quality output. However, as with most things in life, we are humans and sometimes mistakes can be made. Looking at a past client who requested JA and TH translations to EN, we received feedback regarding a transcription and TEP project.

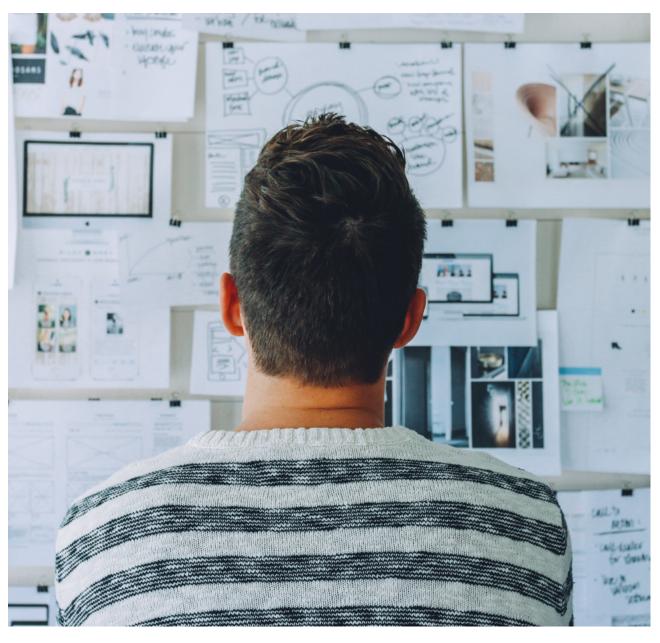
Among the feedback included issues such as:

- · Communication challenges
- Numerous AMs being involved in the project due to local holidays
- · The fact that only one PM handled in Asia
- · Several extensions were requested at the wrong time
- Production issues with regard to files, resource allocation, and instructions
- Delivery issues including wrong format files that led to additional delays
- Quality issues of the final delivery files, which led to additional delays and extended further communication

To resolve this issue, a Feedback Officer was assigned to the case to investigate the challenges involved in this project. As part of their findings, they produced a set of recommendations to ensure that such challenges do not arise again in the future. Among these corrective steps include:

### Linguistic quality

 Appoint a native English speaker to review all projects from the client as part of the instructions and in the profile of the client in our database.



- Double-check the reasons why the QA tool missed errors that should be detectable by it like typos, misspellings, or others.
- · Identify whether the standard workflow of a translation has been followed. Here, after receiving the file, a translator has to check if there are any special instructions/notes given regarding the file. While translating, make sure to follow a style guide/terminology. And, after translation do QA, to eliminate basic errors and make corrections according to it, if any, and self-proofread and deliver the file.
- Discuss a Style Guide and if not available, create one and coordinate with the client.
- · Assign linguists that have reliable quality assurance and proofreading skills

### **Communication issues**

- · Perform an internal audit for the primary AM, who quoted the project on communication
- · skills with clients. If necessary, prepare an assessment and provide additional training on communication with clients.

- With the AM & PM revisit the workflow of this client and make sure to identify critical points and criteria for communicating extensions and other project management issues.
- Create awareness of recognition when escalation is necessary.

### **Project Management**

- Revisit the workflow for this client.
- Create custom checklists for all levels of project management for the client including positions: AM, PM, RM, and linguists.
- · Coordinate these checklists with the client and after that perform training at all levels of the project management with a test at the end.
- · Provide checklists in a file to the client and add them as an attachment to the client's instructions.
- · Make sure to include a statement upon delivery that all has been done according to the agreed-upon process.

### **Looking Ahead**

The process of corrective feedback should not be viewed as a closed loop but as an ongoing process that is constantly being refined and streamlined. Whenever customer feedback comes into the picture, it's essential to quickly and efficiently respond to it so that the customer experience can and will be improved and customer loyalty maintained.

At 1-StopAsia, we take corrective feedback very seriously and endeavor to ensure that each client is absolutely satisfied with the quality of our work. A key lesson from the experience mentioned above is that persons involved in the processes of providing linguistic services should not shy away from customer feedback, areas for improvement need to be identified, and then steps should be taken to resolve the issues to ensure improved outcomes.

More Case Studies



## HE ROLE OF VIETNAMESE LANGUAGE ANNOTATION IN AI & ML



Desi Tzoneva

**Content Writer** 

Language annotation has been a part of linguistics for many decades now, going back as far as the 1950s and even earlier. And with the continued development of technology such as computers, statistical modeling, and artificial intelligence (AI), language annotation has gained ever-increasing prominence in the field of language processing and translation.

If language annotation and natural language processing annotation (NLP annotation) are new concepts to you and you'd like to get a better understanding of them, especially in the context of the Vietnamese language, this article is for you.

### What Is Language Annotation?

Firstly, we ask the question — what is language annotation? We can begin by breaking up the concept into two parts. Let's start with the word "annotation". It essentially means to make notes on a given text. With this in mind, language annotation is the process of making notes on a particular language. But these notes are not general or subject-specific.

Instead, they are notes that put a value or a token on a certain word in a sentence so that a greater body of data can be collected about the language. In turn, this is used in NLP annotation, which we cover in more detail below.

### What About NLP Annotation?

If language annotation is assigning values to language, then NLP annotation takes the process further. For example, a body of language and the words that it is made up of is assigned a value or a token depending on a particular word's positioning, function, and use in a sentence.

With this in mind, this body of language and its related tokenizations constitute a language corpus.

This corpus is the foundation of the metadata that is fed into machine learning (ML) and is consequently called ML annotation. It must be noted that NLP annotation is a part of AI and ML and aims to take a broad body of text (and even speech) and create accurate language translations from a source language into a target language.

Therefore, if language annotation is the process of allocating certain values and functions to a specific language, then NLP annotation takes the process further and feeds this data into smart machines or computers to try and get the highest possible statistically relevant output for that language.

### Where Is This Service Needed?

Language annotation, NLP annotation, and ML annotation are used in a variety of industries today. Essentially, anywhere where large volumes of data, text, or speech



are processed on a regular basis. Examples of instances where these types of annotation can be used include:

- · Chatbots
- · Call centers
- · Linguistic services
- · Data processing
- · E-commerce
- · And many others.

One of the reasons behind the broad reach of language annotation and NLP annotation is the fact that borders across the world are shrinking. Businesses are expanding across geographical boundaries and need to process customer data, information, requests, questions, and inquiries in a target language from a source language quickly and efficiently. In addition to this, although it is still hard for many computational models to analyze emotions, sentiment analysis can come into play with NLP annotation as certain values are assigned to a customer experience.

One example of this is with determining customer satisfaction. Values of a customer's experience with an organization may be assigned as follows: positive, neutral, or negative. Based on this, computers, chatbots, and humans can choose the right course of action to modify and improve the customer experience and therefore inadvertently affect the customer's experience, their levels of loyalty, and the business' overall bottom line.

### Common Techniques Used in Text Annotation for Machine Learning

Some of the most common techniques or NLP annotation tools used in text annotation for machine learning include the following:

- **POS tagging:** POS tagging is also known as part of speech tagging. This means that a sentence's words in a given language will be allocated a tag depending on the part of speech of each word in the sentence.
- **NERornamedentity recognition annotation:** named entity recognition annotation refers to literally naming entities such as people, places and locations, and



organizations and mapping these within a wider linguistic context.

- Dependency parsing: in this technique, the grammatical structure of a sentence is analyzed in depth to determine the relationship between the words in the sentence as well as their relevance in creating structured meaning.
- Sentiment analysis: with sentiment analysis, the aim is to determine the sentiment of a user by trying to understand the emotions behind the language used. As mentioned earlier, this can be highly challenging for machines to achieve but it is possible to study the language used by a customer and allocate an emotional value to it.
- **Topic modeling:** finally, topic modeling is a time-saving exercise where certain critical words are extracted from a wider corpus to provide greater levels of meaning and understanding.

These are just some of the NLP annotation tools, NLP labeling tools, and techniques that give language greater meaning, context, and clarity when it comes to processing language by machines.

### Is NLP Annotation Difficult in Vietnamese?

Vietnamese is considered an isolating language with no word delimiters. These are two of the main reasons why there is no associated large corpus of language data available and what makes NLP annotation difficult in Vietnamese. Nevertheless, numerous researchers are attempting to overcome this stumbling block by building treebanks and using various other models in an attempt to build the language corpus and make it more easily processable by NLP and ML with greater accuracy.

### Exploring Language Annotation and NLP in Vietnamese

Whichever NLP labeling tool or annotation tool you choose to use, it's critical to understand their role and purpose. With language and NLP annotation, we must build a corpus for NLP and ML to ensure greater consistency of results for Vietnamese, which is considered a language with lower corpus data. Despite progress being made in this regard, more needs to be done to boost the accuracy of language annotations for Vietnamese and attempt to reach results over and above the current success rates in the region of 92%.

Contact us!







21st ALC Summit 2023, Portland, Oregon

## NALYSIS AND DEALING WITH NEGATIVE FEEDBACK



**Desi Tzoneva** 

Content Writer

With online reviews serving as the modern-day version of word-of-mouth marketing, it's essential that negative feedback and reviews are addressed as swiftly and efficiently as possible because this can have devastating

Receiving criticism about your product or service can be heartwrenching because you put so much effort into it. But

it does sometimes happen that there is a glitch and your customer decides to complain about the situation.

In this blog article, you'll find out more about why negative feedback is important and how sentiment analysis can be used to assist with addressing the impacts of negative feedback. You'll also learn about a 1-Stop Asia case study and how we addressed a negative feedback situation. Let's take a closer look.

### Why Negative Feedback Matters

consequences for your business.

Although it's unpleasant to be on the receiving end of negative feedback, your thinking around this topic should be reframed for a few very important reasons. Negative feedback should be viewed as a gold mine. An opportunity to streamline your business, product, and/or service offering and to transcend and beat the competition. So, why exactly is negative feedback so important? Here are a few of the top reasons:

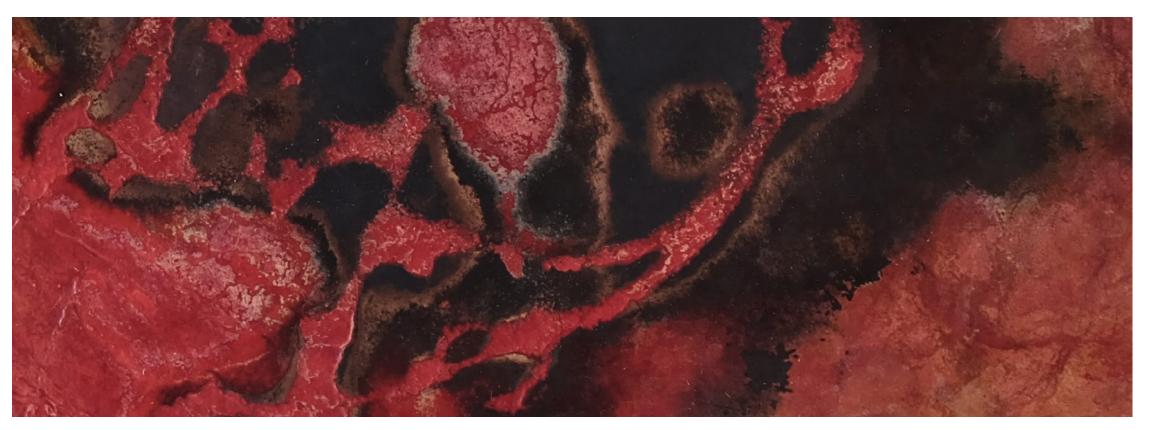
- · It can impact your long-term revenue
- · It can influence purchasing decisions and buying behavior, and
- · It can have lasting effects on your business' reputation

As such, organizations need to be on point when offering their customers the opportunity to give feedback and request assistance. This can be achieved through various coordinated and streamlined communication channels to boost the speed and efficiency of the negative feedback received and the steps taken to resolve it.

### How to Deal With Negative Feedback Through Sentiment Analysis

The importance of swiftly addressing negative feedback cannot be overstated because it has such wide-reaching implications for every organization. But how can an organization deal with, process, and analyze this type of feedback? One of the answers lies in sentiment analysis.

Sentiment analysis takes communication and feedback from your customers and processes this "natural language" through machine learning. The "machine" then collates information about the feedback, automatically allocating values, picking up on patterns, etc. to give you an idea of what type of feedback you are dealing with — whether positive, neutral, or negative.



Of course, there is some feedback that is harder to interpret because it deals with many linguistic nuances and can sometimes be contradictory in nature. However, sentiment analysis is one of the most effective ways to monitor negative feedback from your customers about your organization and you can then find ways to resolve it.

Just a few of the benefits of sentiment analysis include the following:

- Monitor your online reputation: this can be achieved across multiple channels. Sentiment analysis tools can pool feedback from these channels together and then analyze it. This will help you identify different sources, topics, and trends related to the feedback and then enable you to measure the impact of your marketing, customer service, or public relations efforts.
- Respond to negative feedback: a timely response to negative feedback can be the difference between losing a customer or turning an unhappy customer into a loyal and happy one. Here, sentiment analysis can determine the nature of the feedback and suggest ways for you to resolve it. In short, the benefits of this are numerous because they show your customers that you care and that you are willing to improve your performance.
- Improve your products, services, or content: based on the insights and suggestions offered by your sentiment analysis tool, you can take this feedback

- to fine-tune your products, services, or content. Examples of this include determining common pain points or issues that your customers face when they interact with your product or service.
- Enhance your decision-making processes: sentiment analysis is also a highly effective way of helping provide you with data-driven, actionable insights to quantify and visualize the sentiment of the feedback you've received. You can also evaluate your performance over time and measure the impact of your efforts. Examples of these include decision-making changes to your marketing campaigns, customer service policies, etc.
- Offer greater emotional intelligence: with an accurate analysis of a negative feedback statement, you can also become more empathetic toward your audience and customers. Being able to respond in a respectful and empathetic manner is much more likely to win your customer back, who may be on the verge of choosing your competitor over you. Building trust is essential and your engagement with them will be much more meaningful.

### A 1-StopAsia Case Study in Dealing With Negative Feedback

At 1-Stop Asia, we take all feedback from our clients very seriously and strive to limit this as far as possible while ensuring a strong customer service in the language, translation, and localization space. During the 2017/2018 period, we noticed that although negative feedback



was on the decline, there were some language pairs for which we received high negative feedback. Examples of these language pairs include: EN-HI, DE-JA, IT-KO, EN-BN, and others.

Based on our thorough analysis, we determined that the most common errors made were from style or readability issues (over 26%), grammatical errors (approximately 39%), or missing or completely incorrect translations (over 11%). Of course, we realize that these errors can be highly costly across multiple projects and we took certain steps to ensure we limit this as much as possible.

Our action plan for addressing these issues included:

- · Continued and regular analysis of feedback received
- · Sharing the feedback with other team leaders to find better solutions to the problems
- · Communication with various team members to request as much information as possible from clients without bothering them
- Pre-empt the feedback process by asking them what can be improved upon before the process begins
- · Improve on the language pairs identified that were associated with negative feedback
- Create a list of translators, subjects, and a system for doing test jobs, and
- · Ensure clear communication with all teams so that everyone is aware of what should be done.

### **Final Thoughts**

Although receiving negative feedback can seem like a daunting aspect to address, doing something about it as opposed to nothing can mean the difference between a loyal, happy customer and a disgruntled one who will not choose your organization to do business with. Sentiment analysis is one of the most effective ways to ensure that you identify trends and patterns and gain actionable insights into how to address such negative feedback.

Organizations should constantly strive to ensure that they are listening to their customers and making adjustments to their products, services, or even communication. This is an ongoing process that is constantly being fine-tuned and will require commitment from a number of teams to ensure effective outcomes and successful resolutions of issues.

### Hangul Day 한글날 October 9<sup>th</sup>

Hangul Day, celebrated on October 9<sup>th</sup> in South Korea, commemorates the creation and proclamation of the Korean script, Hangul, by King Sejong the Great and his scholars in the 15<sup>th</sup> century. This national holiday honors the cultural significance of the Korean alphabet, which plays a pivotal role in preserving the country's language and identity. South Koreans observe Hangul Day with various cultural events, exhibitions, and activities that highlight the beauty and historical importance of their script.









Oscar Nogueras
CEO at Ontranslation

in

But what exactly is SEO translation, and why is it imperative for our service portfolio? How can LSPs effectively venture into this domain?

transcend overcrowded markets (red oceans) and carve

out unique market spaces (blue oceans). Transposing

this philosophy to today's language services arena,

we observe that services like translation, interpreting,

proofreading, and even postediting are ensnared in the

The Allure of the Blue Ocean

In the seminal work, "The Blue Ocean Strategy," W. Chan

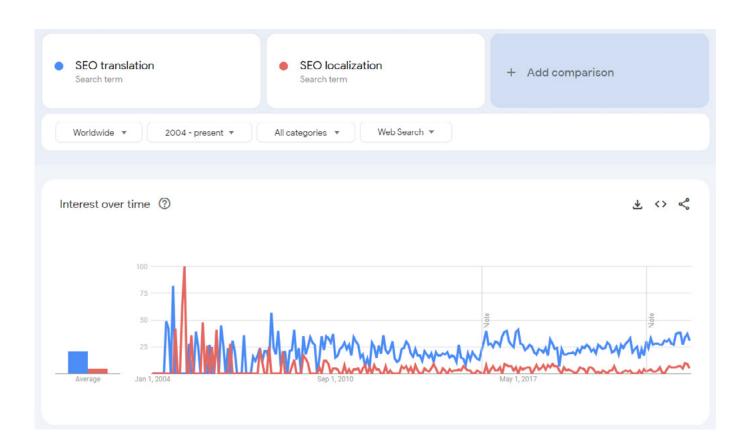
Kim and Renée Mauborgne advocate for businesses to

In the dynamic digital age, the confluence of translation and digital marketing has given rise to the specialized

field of SEO translation. While not a novel concept, this linguistic service has gained significant traction in recent

times, presenting a promising avenue for LSPs eager to navigate through a blue ocean of untapped potential.

Yet, with the digital revolution and evolving marketing paradigms, pioneering LSPs are gravitating towards more niche services like copywriting, transcreation, and SEO translation. This strategic shift allows them to sidestep price wars and cultivate their distinct **blue ocean**.



Notably, while SEO translation has recently garnered attention, its roots trace back to 2004, making it a domain with over two decades of history. But what constitutes SEO translation nowadays?

### **Decoding SEO Translation**

At its core, SEO translation melds localization, copywriting, and international SEO to tailor digital content, ensuring it resonates with target audiences by aligning with their language, cultural nuances, and expectations.

The ultimate goal? To attract new users, foster brand affinity, and spur them into action—be it purchasing a product, downloading resources, or subscribing to services. However, it's a disservice to oversimplify SEO translation as mere keyword research or meta tag translation. Such a reductionist view overlooks its multifaceted nature.

A profound understanding of digital marketing underpins successful SEO translations. Foundational concepts like inbound marketing, sales funnels, and user search behaviors based on their funnel position are indispensable. Consequently, SEO translation rests on three pillars:

### 1. Localization and Intercultural Communication

Recognizing and bridging cultural disparities is paramount. As digital marketing translation maestros, our expertise should encompass both source and target cultural nuances. Delving into intercultural communication studies, such as pioneering *G. Hofstede, Erin Meyer* or *Nathalie Nahai* can offer invaluable perspectives.

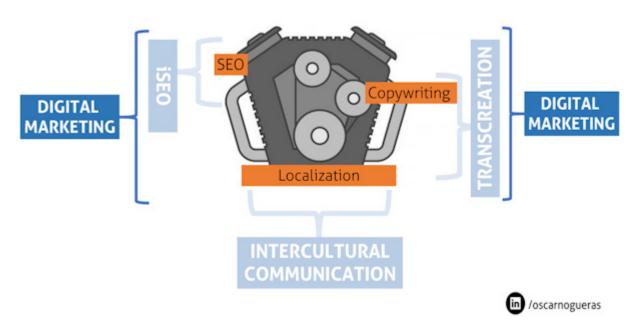
### 2. Transcreation

Digital content cannot be translated verbatim without risking loss of intent. Hence, transcreation—a mix of localization and copywriting that adapts content to the target culture while preserving the client's objectives—is often the preferred approach. A comprehensive briefing is the linchpin for successful transcreation.

### 3. International SEO

A grasp of multilingual SEO is crucial. This encompasses on-page SEO elements like hreflang, SERPs, and market-

SEO Translation - in a nutshell



specific keyword research. It's pivotal to discern user search patterns to refine our translations.

### Embarking on the SEO Translation Voyage: Tips for LSPs

As LSPs set sail on the journey of SEO translation, there are several strategic considerations to keep in mind.

Firstly, joining LSP associations can be immensely beneficial, allowing businesses to tap into industry synergies. Training sessions and webinars are extremely valuable to keep our teams in the loop.

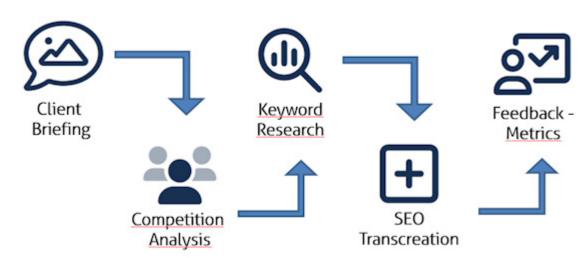
Networking plays a pivotal role in this voyage. By establishing strong connections with digital marketing experts, LSPs can open doors to collaborative opportunities and potential project referrals.

The digital marketing landscape is in a constant state of flux, making continuous learning an absolute necessity. LSPs should actively follow and engage with local SEO experts to stay informed about the ever-evolving algorithms and best practices.

Moreover, it's essential for LSPs to lead by example. An optimized website not only showcases an LSP's expertise but also builds trust with potential clients. After all, if an LSP cannot optimize its own website, how can it promise to deliver optimized translations for others?

### **SEO Translation Workflow**

- How far can you go?





Lastly, vigilance is key. This industry is rife with individuals making grandiose promises. LSPs should exercise caution and prioritize partnerships with genuine, experienced SEO translation experts over those who offer quick fixes or make unrealistic claims. I assure you that your website will rank in the top 3 kind of statement, should discourage you big time.

### **Meeting Client Expectations**

Understanding and catering to client expectations is at the heart of delivering effective SEO translation services. Depending on the type of client, the SEO translation workflow may require all or some specific steps.

When working with end clients, it's crucial to delve deep into their specific needs. This involves gaining a comprehensive understanding of their goals, products, or services. Additionally, conducting a thorough competitive analysis and keyword research can provide insights into the market landscape, enabling the creation of tailored, SEO-friendly content. Building and maintaining a strong rapport is also essential, with reviews of metrics after 3-6 months to ensure success and to fortify your relationship with your client.

Collaborations with digital marketing agencies often come with their own set of dynamics. These agencies typically come equipped with detailed briefs, competition analyses, and even professional keyword research in some target languages. In such partnerships, the primary role of the LSP is to produce an SEO

transcreation that is optimized for both the target audience and search engines, ensuring a seamless and efficient collaboration process.

Teaming up with fellow Language Service Providers (LSPs) presents a unique set of challenges and opportunities. As the trend of LSPs collaborating on SEO translation services, they might not be intimately familiar with grows, clear communication becomes paramount. Especially when not in direct contact with end clients, it's vital to set clear expectations with the partnered LSP to ensure alignment and successful project outcomes.

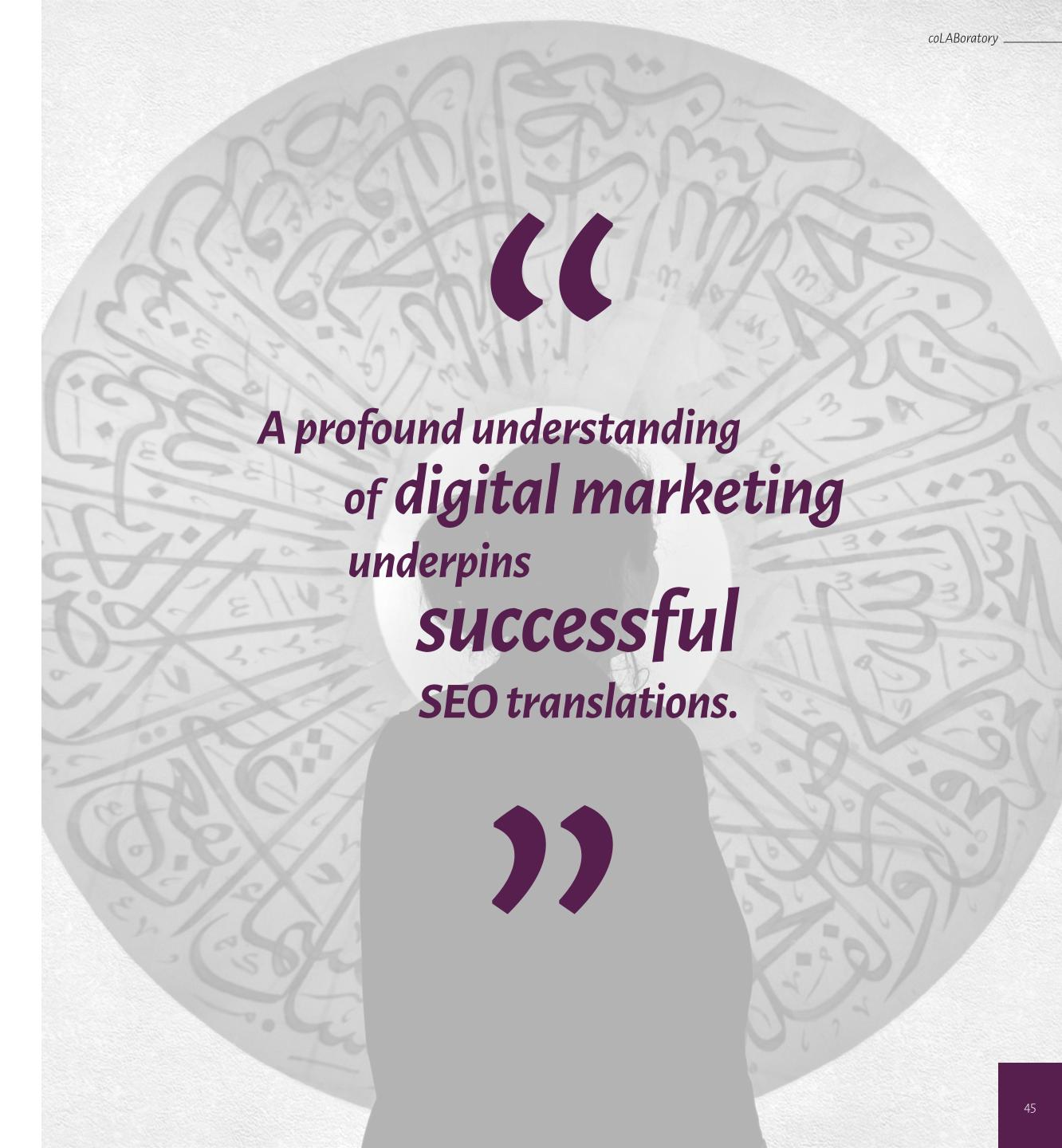
### **Charting the Blue Ocean Path**

In today's saturated language services market, LSPs face the challenge of differentiating themselves from the competition. The solution lies in the realm of SEO translation—a fusion of transcreation and digital marketing strategies.

By pioneering in this niche, LSPs can transcend the typical price-driven competition, offering unparalleled value through tailored, culturally resonant, and search-optimized content. This approach not only positions LSPs as industry innovators but also paves the way for sustainable growth.

As the digital landscape continues to evolve, the opportunity to chart a unique course in the vast blue ocean of SEO translation awaits those ready to embark on it.

### Ontranslation



## OCALIZATION QUALITY MANAGEMENT IN 2023 AND BEYOND

### 5 Must-Have Best Practices



### Isabella Massardo

Content Strategist at Globalization and Localization Association



Content strategist at GALA. A linguist and technologist who has lived in Italy, Russia and the Netherlands. Through GALA, Isabella offers the localization community content that's relevant, reliable, and timely. She is always on the lookout for thought-provoking globalization and localization

As a language professional, you know the debate: there are as many opinions about quality in localization as there are about ways to prepare pasta. However, the difference is that poorly-executed localization quality management can carry severe business consequences, whereas a bowl of bland pasta is simply disappointing.

This is why GALA created its Academy for Translation Quality Management, which took place in January 2023. The Academy was headed up by two leading experts in the field: Katerina Gasova (Global Quality Director at Argos Multilingual) and Jennifer Vela-Valido (Localization Quality Program Manager at Spotify). So far, more than 100 localization professionals have attended the Academy's workshops on quality management. What's next for 2024? A top-tier special-interest group on quality management, exclusively for GALA members.

In localization, quality is a dynamic perception influenced by individual attitudes and expectations. "Quality is very subjective, it is a perception," notes Katerina. "One of the biggest challenges in localization is how to translate each person's individual perception into something manageable and measurable." When it comes to ensuring the quality of localized content, companies must navigate a web of client expectations, talent profiling, quality strategy, data collection, and emerging technologies.

In this article, we'll explore five best practices for quality management in localization, based on a conversation between these two experts.

### 1. It's About the Client, the Client, the Client

Whether you're a language-service provider or the of a localization project. "client" using an LSP's services, you've got to do your homework. From an LSP's perspective, localization should start with a deep understanding of the client and

their unique needs. As Katerina points out, "You need to put yourself in the client's shoes and think about what really matters to them, their own goals. You'd also need a bit of psychology: On the one hand, you have the organization and the brand, and on the other, there are real people in front of you. And you have to be able to read their minds, because they are under a certain amount of pressure."

According to Jennifer, in addition to defining their goals, localization-conscious clients should have a dedicated resource for localization quality management. "A client-side organization is a combination of all the departments within that company that need translation and localization. So it's different teams, different people, different needs, different points of view." Having someone who understands all of these perspectives, as well as localization quality management, is key to the success of a localization project.



### 2. A Must-Have Pair of Priorities: Talent Profiling & Language Quality Ownership

Talent is the backbone of localization quality management. Both Katerina and Jennifer are quick to emphasize the importance of having the right people for the right job, whether they are internal or external resources. "We tend to focus so much on methodology and technology, which are of course very important. But if you don't have the right people then technology or strategy alone won't help you," says Jennifer.

When asked to weigh in, Katerina also emphasizes the need for clear ownership of language quality within an LSP. "Talent profiling means thinking about what really are the most important skills, soft skills, hard skills, etc. It also speeds up the onboarding process because you are already doing a pre-screening based on the different steps and content typologies of the project." The role of a Quality Program Owner is to oversee the entire localization process, ensuring consistency and alignment with client expectations.

### 3. Orchestrate a Comprehensive Quality Management Strategy

A solid quality management strategy is the roadmap to successful localization. Katerina emphasizes the need to integrate quality management into every step of the localization process. Quality stakeholders should be involved at every stage, from project onboarding

to delivery. "Your process needs to be set up so that quality checks are built into every step of the process," she reminds us. Again, technology can help, but as Katerina clarifies, "It doesn't matter how the quality management is embedded in the automation framework. It can be a full set or a no-touch protocol. But first a human has to take a piece of paper and design the whole process."

It's also important to clear up a misconception. There is a lot of talk about quality assurance, which is usually the quality control run at the end of a project, and that is what happens in most cases. Jennifer has this to add: "We are trying to move more towards quality management, which, as Katerina said, is an end-to-end process. And in that end-to-end process you have quality control, quality checks, etc. But before you do anything or start anything, you need a quality strategy."

A quality strategy should, of course, start with a clear understanding of why quality is important and then go on to define how it will be implemented, i.e., the process. A comprehensive strategy includes measurable KPIs, documented processes, established workflows, and a risk management policy.

### 4. Contextualize Your Data!

Data is another must-have component of quality management in localization. But as Katerina and Jennifer point out, it's not just about collecting data, it's about understanding which data is truly relevant to your



specific project and client expectations. "Today, you can collect data on absolutely anything. The question is, what data do I really need? What is the data format or structure that can help me create my benchmark?" challenges Katerina.

Jennifer spotlights the importance of data storytelling, a skill still underdeveloped in the localization industry, which allows you to translate raw data into a coherent, actionable plan. This, in turn, will help all stakeholders better understand the numbers and enable them to make better decisions.

### **5. Mine Emerging Technologies**

Localization is increasingly influenced by new technologies such as machine translation and AI. Jennifer recommends dedicating time and resources to researching and understanding these technologies to stay ahead of the curve. Katerina highlights the challenges of staying informed in a rapidly evolving technology landscape and the need to differentiate between hype and achievable goals.

### **Conclusion: Elevate Localization Quality Through Collaboration**

The common thread running through the five strategies discussed in this article is collaboration.

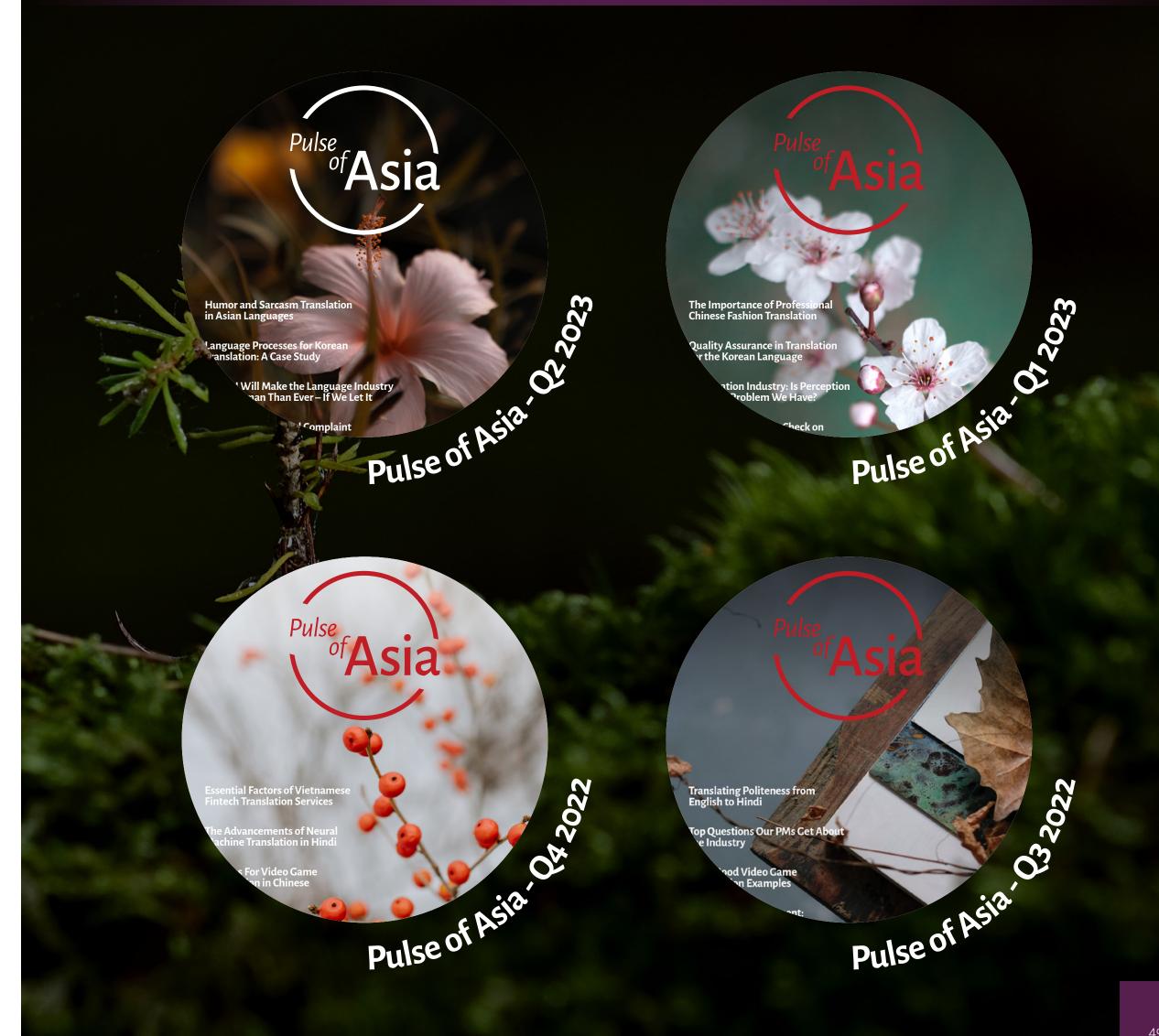
Collaboration, along with partnership, transparency, and fairness, runs through the entire process, affecting everyone from customers to language vendors to human resources. Katerina concludes, "Today, customers see problems and challenges as a shared responsibility with their suppliers."

The last word goes to Jennifer: "Don't try to reinvent the wheel. Instead, connect with others, share knowledge, and collaborate."

So, not sure what the next go-to strategy is going to be for improving localization quality management? We recommend joining the GALA Special Interest Group on Localization Quality Management to help further define the best practices in our industry.

More from GALA

### If You Missed Some of the Previous Issues of Pulse of Asia





## ROWTH: A RACE TO THE TOP



**Gergana Toleva** 

Global Strategic Development

In today's dynamic business landscape, the localization industry is facing many and various challenges: technology presses forward, clients push for efficiency, and suppliers fight for achievements. Among all those, however, one can easily spot one common goal we all fght for - growth. An ever-present aim for every sustainable business around us and a regular parameter we check on an annual basis in industry analysis produced by Slator, Nimdzi, or others.

Growth isn't just about acquiring new customers, achieving higher sales numbers, or a larger annual turnover. It is a common conscious aim in an organization that is there to achieve a sustainable existence for a period of time exceeding one person or a team. It comes from the heart of a company and grows with them.

### **Current Industry Trends**

I've noticed the multiple job ads and new position assignments for business development teams and people in the industry. They have been present for more than a year now and it is some sort of a hot topic. We've got constant training webinars and sessions on sales, on the soft skills needed on client approach but the one thing I don't really find information on is the big picture.

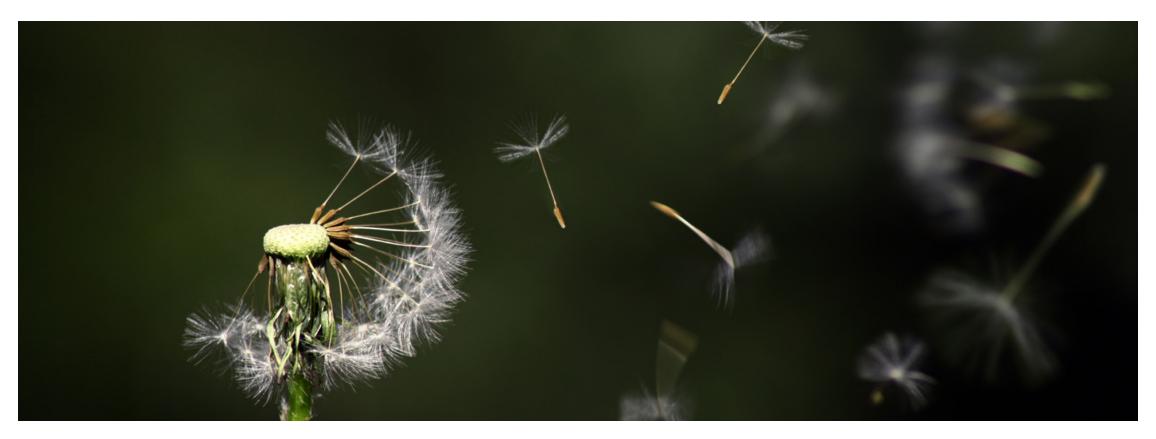
This is understandable of course because what works as a sales strategy for one company might not work for another but I do believe that sharing various experiences enhances the chances of everyone to be more successful. Larger LSPs working on the client side and with big corporations already have these well set into place but sometimes we are so concentrated on measuring the big players, we forget that over 60% of the business is under the Top 100 in the industry.

Smaller companies also strive for growth and are looking for a way to develop and this is adding to the diversity of the industry landscape.

Every company makes a conscious effort for the direction they are taking when it comes to achieving growth. Whether it is nurturing existing relationships, bold pricing, investing in talent, gathering feedback, and/or ensuring consistent quality - the list is endless. A good growth strategy centers around several of these key pillars and each one complements the other to create a sustainable and thriving business ecosystem.

### How Long It Takes to Get a Growth Strategy in Place?

To be honest it takes a while. And having the management point to a growth parameter like "we need to grow that many %" isn't "the full story". It is one thing to set up a clear goal, it is a completely different story to roll it out in real-life business. To make it happen you'll need to be a chess player and a good one at that. You need to have a clear idea of how to convert this number into clear actionable items, the main directions you need to take in each department, the main players you'll have to get moving in order to achieve it, and the main



lines of action towards your customers. All that should be transmitted in a detailed and understandable way throughout all your company, so your heart can beat in the same rhythm your brain sings.

### A Grown-up Team Is Essential for a **Growth Strategy**

Along with the above, you also need mature enough teams on all levels in the company to push together in the same direction. What does it mean?

I've heard enough complaints in my 20 years of working career in business development that sales did that, or the other team did that, or that the guys in the service department did this, etc. All management has been through this. Good mature teams with mature management are wise enough to know every single decision has been taken for a reason. If everyone is aware and sees what lies behind a certain decision, they can work it out together.

If Sales salesperson knows what happens in the teams behind them, they'll be more conscious. If the sales manager coordinates with the production teams it is all going to be much easier for everyone.

All of the above comes with certain experiences at each level of the company, so at one point the puzzle clicks together and things start to work out for everyone.

To sum it up here are my 3 key pillars to successfully **implementing a growth strategy** one needs:

- Clear goals
- · Mature management
- · Well-trained localization specialized salesforce
- · Well-coordinated Production and Business Development
- Equal understanding of the significance of every single team in the chain

### **Am I Late to the Party?**

The question many in the industry ponder is whether it's too late to embark on a journey towards growth. While there's no definitive answer, the urgency to act remains. I do believe however that due to the specifics of our industry, there hasn't been a significant need for salesforce in the past, which leaves a lot of companies lagging behind on building such. However, whether you're early or late to the party, starting now allows your teams to gain valuable experience sooner rather than later.









