

Automation in translation services Increasing productivity and ensuring quality

WHITE PAPER



Capita Translation and interpreting

Introduction

The world has developed new methods of connecting people, objects and places in ways that were once only a figment of the imagination. Humans and technology are joining forces to make day-to-day life easier and more enriching, and the digital world has never been more disruptive.

The translation industry is not immune to this disruption, and is being driven by the efficiency opportunities that automation can bring to translation services, as well as the solutions to the challenges that customers face in response to their new market demands.

Professional translation is a complex process involving many stages, assets, quality controls and individuals. Any opportunity to automate tasks and reduce touchpoints in the translation workflow brings direct cost, quality and time benefits to customers.

This paper explores opportunities to automate tasks and to integrate directly with customers' content sources to gain efficiencies, using technology platforms such as Capita TI's SmartMATE.

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What is workflow automation?

Digital workflow automation replaces manual and repetitive tasks (normally completed by human intervention) by integrating technology and tools. By automating these workflows, people can focus on the things that matter, use their expertise, get more done, and work in a more agile manner.

This workflow automation also provides much greater process analytics, so you can monitor, analyse and react to the data behind the processes, and can then in turn respond faster to customer needs and market conditions.

What translation tasks can be automated?

1. Translation request set up

Customers have multiple options when it comes to sending translation requests to their language service provider, and can do so in a way that allows for automated set up of their requests. The preferred option for many customers is to directly integrate their content platforms to the supplier's translation management system (often handled via an API). Alternatively, the translation request can be set up via an online translation portal, or smart mailing platform, allowing for the project to be set up in the translation system without any initial human intervention. Capita's SmartMATE Ordering platform allows customers to send translation requests in any of these ways.



2. File processing

Once the files are ready to be translated, a number of tasks are undertaken to ensure files are treated appropriately, and quality is not jeopardised by the translation process. Many of these tasks can be automated, resulting in faster response times and a reduction on human effort at this early stage. Sophisticated file processing tools can handle the likes of file conversions (including PDFs), translation memory leverage analysis, file formatting and glossary creation. Even the more complex tasks, traditionally handled by Localisation Engineers, can now be automated through smart workflow systems, such as Capita TI's SmartMATE platform.



3. Linguist selection and assignment

Successful translation projects are those where the right linguist can be assigned to the job as quickly as possible; making the best judgement about the suitability of the translator for the job in hand. Part of this process can indeed be automated with the likes of Capita TI's SmartMATE Sourcing tool, as you can automatically select the best pool of translators to whom the job can be offered, reducing the initial interaction needed to check their capacity and availability. This not only reduces the response times, but also helps to assure the quality of the final translation output.



4. Workflow task management

The reduction of touchpoints is an essential part of the automation process. The customer, project manager or translator wants to be spending their time in the most efficient way possible. Certain stages of the translation process can now be triggered without any human intervention. SmartMATE workflow automation management tools allow for customisation of the different scenarios to ensure the process is as efficient and flexible as possible.



5. Quality controls and validation

Quality assurance is a key part of the translation process, and the more that can be automatically checked during translation the better. The ability to automatically check for formatting, language or content errors in the translated files significantly decreases the risk of errors, and tools such as Capita TI's SmartMATE Quality Checker can be a huge benefit to this process.



Why automate?

You've worked hard to employ the right people for the right roles, so why would you want to then automate parts of their job?



Improved productivity

You want your team to be concentrating on what they're good at, not spending time coordinating translation projects that take them away from their own work. Through automated notifications, improved integration and faster on-boarding, you'll notice the productivity gains immediately.



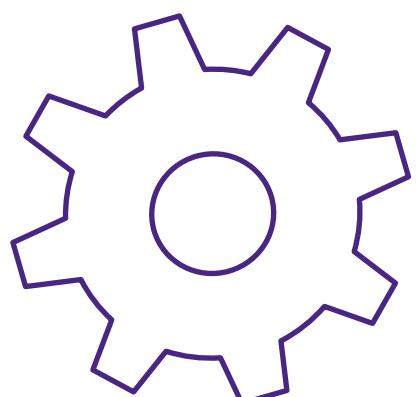
Reduction of errors

Human error can happen in any industry, with any job role, so automating certain process steps can help to reduce the level of error, and bring consistency to the way people complete their tasks. The manual process of copying and pasting translated text isn't ideal, especially if you don't speak the language, as important information could be missed, and the results could be disastrous. Workflow automation also allows for automated escalation of certain issues, so you're made aware of them before it's too late.

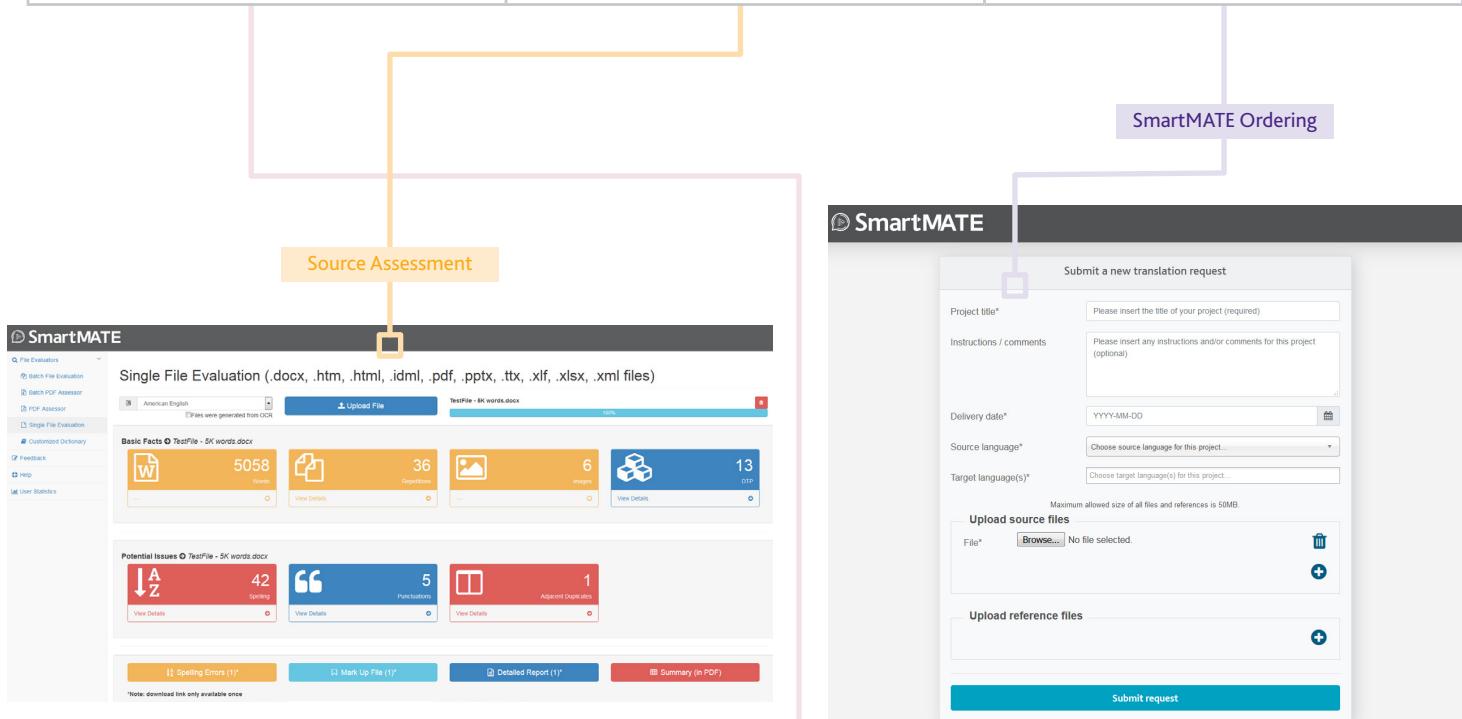


More efficient project management

Project management can be a challenge for any business and requires a lot of organisation and human input. Automation in this area of the translation workflow allows you to set up project stage gates that can only be passed once certain criteria has been met. You can automatically assess and process source files, auto-assign translation tasks to linguists, funnel all project approvals through a defined QA workflow, automatically produce daily or weekly translation status reports, and schedule reminders and follow-ups.



Improved productivity	Assuring quality	More efficient project management
<p>Applying translation memory and customised MT</p> <p>Converting file formats pre and post-translation</p> <p>Tracking project status and flagging potential issues</p> <p>Delivering translated content directly to source</p>	<p>Generating common terms list for glossary</p> <p>Terminology suggestions offered to translator</p> <p>Validating the format of dates, numbers and figures in translation</p> <p>Checking translation for missing terms or content</p>	<p>Project setup from customer request</p> <p>Quote production</p> <p>Triggering different stages of the project (proofreading, Desktop Publishing, etc.)</p> <p>Checking linguists' availability and automatic selection</p>



Service	Provider	Qty	Unit	Delivery	Status	Sent Status	Opt	Work Done	Cost	Price	Web Editor Tasks
Flow Machine Task	MultiTrans Analysis	0			Green	Off	Off	Off	0.00€	0.00€	
Flow Machine Task	MultiTrans Pre-translation	0			Green	Off	Off	Off	0.00€	0.00€	
Flow Machine Task	MultiTrans Web Editor Task	0			Green	Off	Off	Off	0.00€	0.00€	
Translation	DEMO, Translator	0			Yellow	Off	Off	Off	0.00€	0.00€	<input type="button" value="Edit"/> <input type="button" value="Delete"/>
Flow Machine Task	MultiTrans Web Editor Task	0			Red	Off	Off	Off	0.00€	0.00€	
Client Review	DEMO, Reviewer	0			Red	Off	On	Off	0.00€	0.00€	
Flow Machine Task	MultiTrans Export from XLIFF	0			Red	Off	Off	Off	0.00€	0.00€	
Validation and delivery	Shaw, Tom	0			Red	Off	Off	Off	0.00€	0.00€	

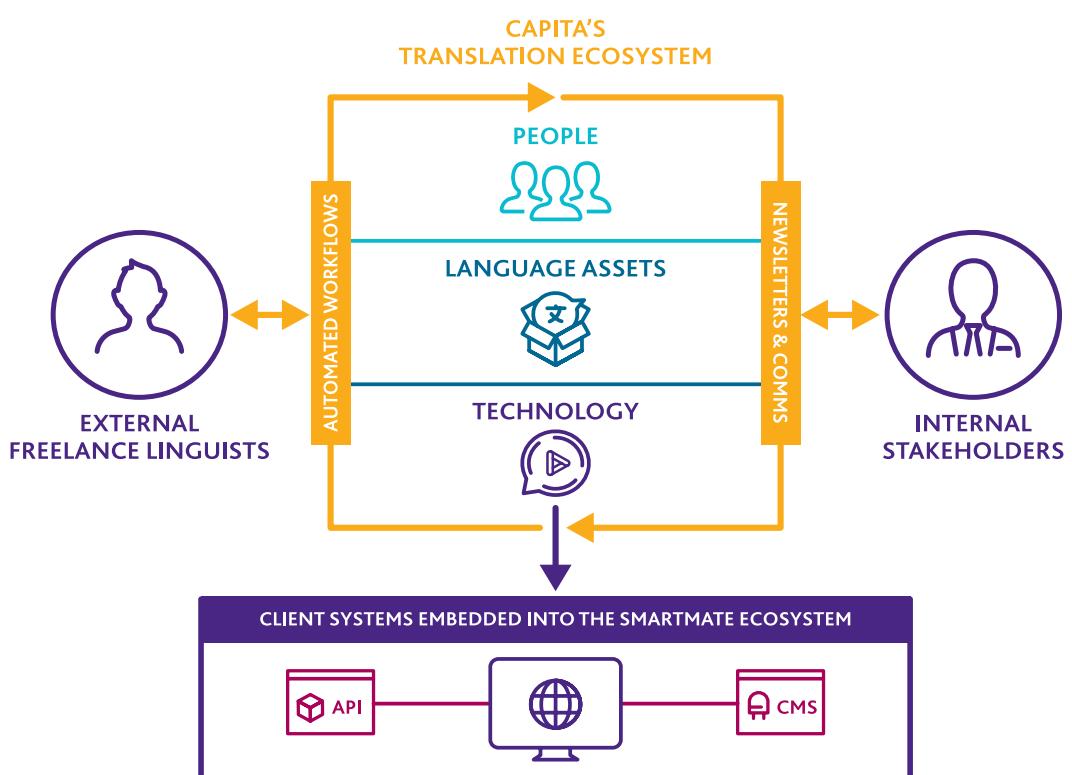
How does integration help with automation?

In order to automate, you have to integrate. Systems have to be able to talk to each other and work together if you're going to remove the human interaction in certain tasks. Integration can take on many forms, and the more systems you can have working together, the more processes you can automate.

The goal is to embed translation within the content creation and management ecosystem. It's not just about integrating translation technology into the clients' systems, but also about embedding translation capabilities into their systems, so that translation becomes part of their intrinsic process.

Within the translation workflow, there are many opportunities for integration and automation. Maybe you need translation workflows to integrate with your content management system (CMS)? Maybe you need to connect your systems to a machine translation solution? Or you may even want to order your translation job with a single click of a button? Whatever the format of integration, the desired outcome will be process automation for improvements in speed, cost and quality.

Capita as an extension of your team, and the primary interface for all translation workflows and stakeholders.



Examples of translation workflow integration

What's integrated?	What's automated and why?
 Your CMS with the translation ecosystem	<ul style="list-style-type: none"> The transfer of content to remove the need for copy/paste into/out of excel files Ordering a translation project from within your CMS to avoid switching between systems Directly retrieve translated content for publication
 Your external authoring tools to a machine translation solution	<ul style="list-style-type: none"> The pre-translation of content to enhance linguist productivity The possibility of immediate publication of translated content for non-critical publications
 Your website with a proxy tool	<ul style="list-style-type: none"> Automatically identify new content published in the source website and flag for possible translation The hosting of your translated content on a mirrored local-language website to avoid the need for IT support and in-country project management
 Your customer translation portal with the translation ecosystem	<ul style="list-style-type: none"> Project tracking to allow you to see the status of your job at any time of day Project reporting for greater transparency and clarity The retrieval of completed translations for accelerated turnaround times
 The translation ecosystem with a linguist database	<ul style="list-style-type: none"> Linguist assignment based on experience for quality, speed and consistency

Continuous (rapid) translations

As the speed of digital content creation increases, so does the need for a fast translation process. Companies are looking for near-real-time translations on an around-the-clock basis, and this continuous translation, as it is now known, would not be possible without system integration and automated workflows.

The content needing translation has to be simultaneously extracted and reposted to the foreign language sites after translation, without human intervention.

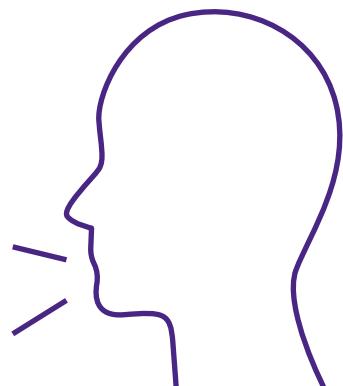
What's needed for continuous translation?

In order for rapid localisation to be successful, easy, professional and cost effective, you need to ensure:

- The workflow can be triggered from the click of a button
- The workflow can automatically extract text, analyse files and generate a quotation
- Linguists are automatically notified when new content is ready to translate
- Linguists are able to access the translation ecosystem in the cloud at any time of day, from anywhere in the world
- Reviewers are automatically notified when content is ready for their approval
- Linguistic assets are integrated to allow for consistency and cost savings
- Quoting, project tracking, performance monitoring, invoicing and spend tracking can all be viewed from within the same customer portal



Continuous translation is not appropriate for all types of translation workflows, but would be most beneficial for customer review sites, social media posts and customer support sites.





Find out more about how partnering with Capita gives you the assurance of quality, global reach and trusted delivery on time, every time by visiting:

<https://www.capitatranslationinterpreting.com>



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