

Procuring Language Services

A quick guide for procurement professionals to better understand the opportunities of identifying and centralising localisation spend



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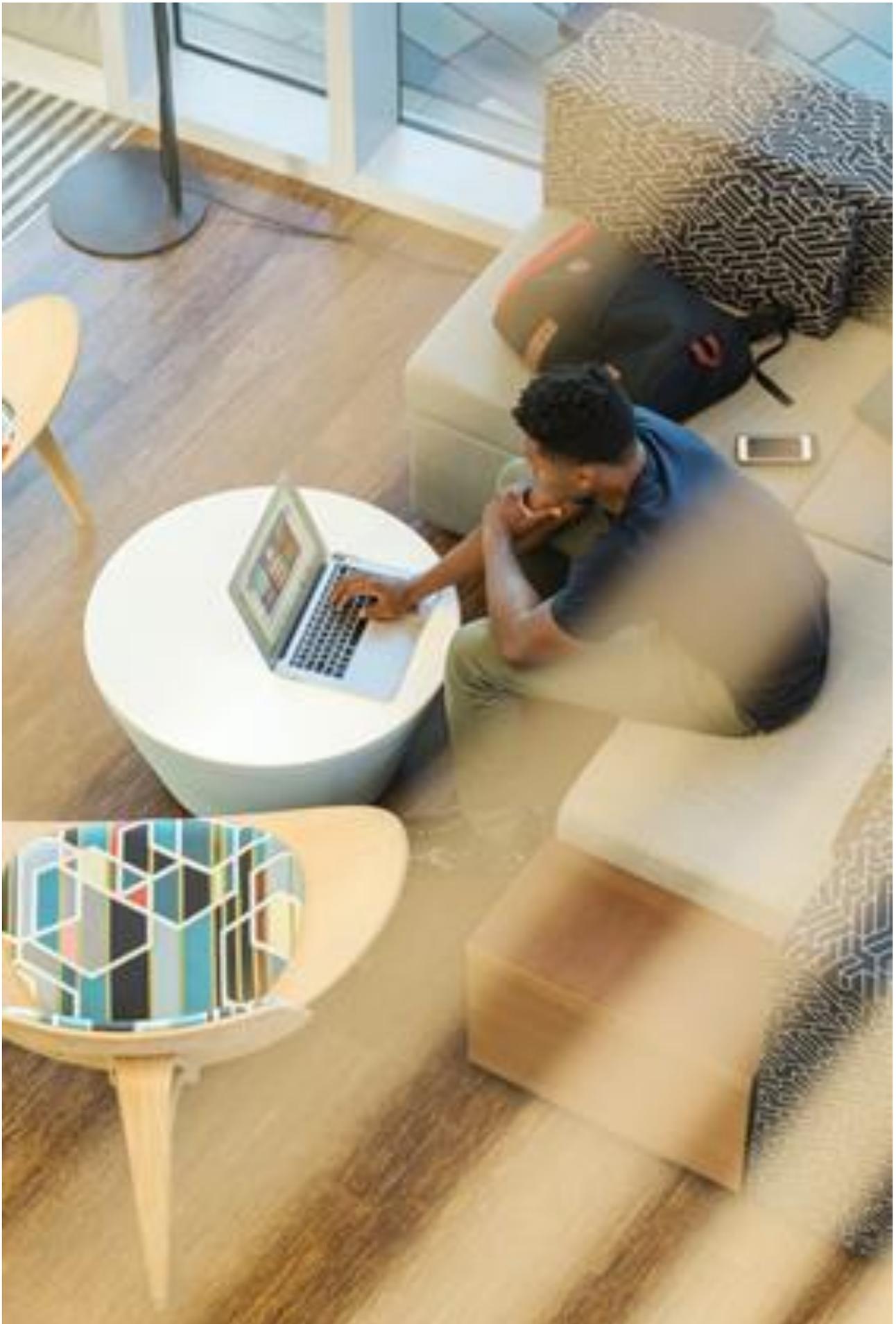
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Simplifying complex communications with secure and personal language solutions

Capita Translation and Interpreting - Helping you manage an ever-evolving, complex digital journey.

Blending technology and language experts to develop the most efficient and cost-effective workflows, and guaranteeing compliance, transparency, and consistency for our customers every time.

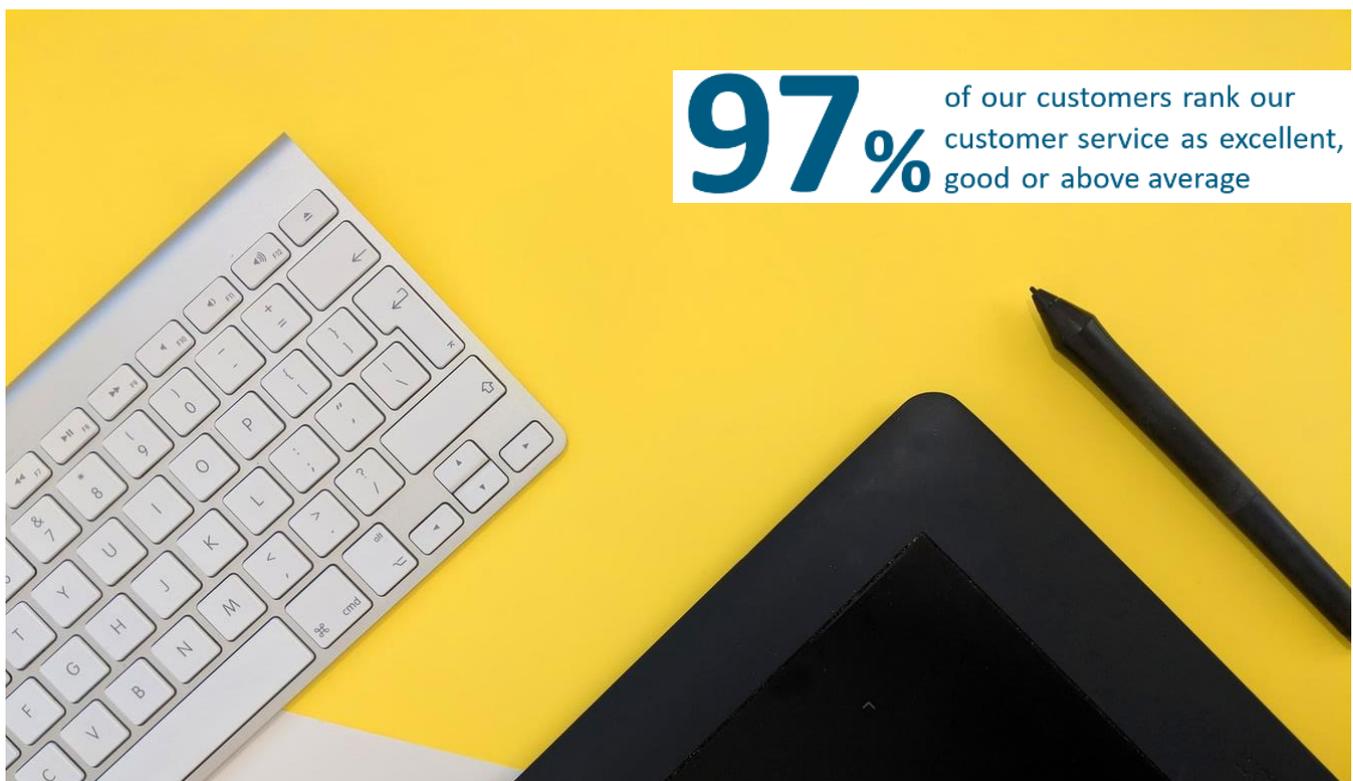
Regardless of your experience in procuring language services – whether it be for **e-Learning, digital or website localisation** or **face to face** or **remote interpreting** – we combine in-depth market understanding and technologies to help build the right solution.

Ensuring your brand and reputation are protected

Our language **Ecosystem** is designed to facilitate a symbiotic relationship between you, your language assets and our people. We go beyond the normal levels of validation and vetting to ensure you have the right people for the job, using technology to better manage projects and processes via **SmartMATE** and **LiveLINK**.

Mitigating risk: Ensuring compliance, avoiding liability

We reduce the hidden risks associated with **translation** and **interpreting**, by working with the highest levels of compliance, corporate governance and security. Our **accreditations** are a testament to the level of governance inherited from being **part of an organisation like Capita Plc** and servicing customers in areas such as **Financial, Legal, Public Sector and Manufacturing**.



3 Reasons why language spend should be procured centrally

Uncover, centralise and streamline your company wide language spend, and in doing so you will see three key benefits:

1.

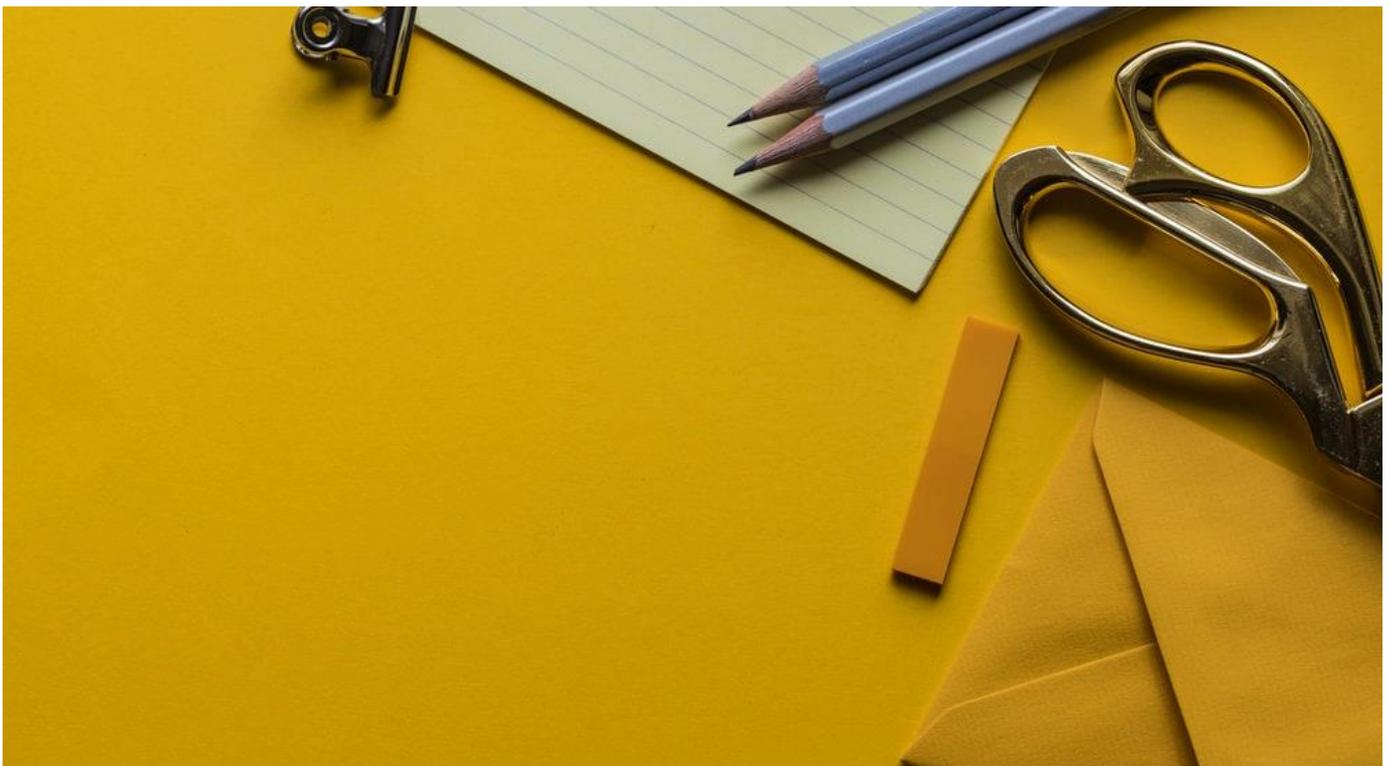
Up to 50% saving opportunity - translation and interpreting services can often amount to hundreds of thousands in uncontrolled annual spend. By streamlining expenditure and procuring centrally our customers are identifying efficiencies by leveraging language assets such as translation memories and glossaries, resulting in immediate and ever improving cost savings.

2.

Protect your brand – language services have a high impact on your brand on a global scale. By centrally procuring, you can control and protect your brand, ensuring messaging adheres to guidelines on all multilingual content and avoiding costly corrections.

3.

Mitigate Risk – translation requires sharing of data, sensitive content and business Intellectual property. Centralising the engagement with suppliers is critical to mitigate that risk, by controlling workflows from stakeholders through to linguists, in secure and auditable environments.



Who in your organisation is buying languages?

Mapping your internal stakeholders is crucial to understanding and controlling spend.

Product teams: will be translating the product content such as technical documentation, packaging, software or support material.

Marketing: translating website, marketing collateral or social media content.

Customer support: translating help and training material, as well as providing multilingual customer support possibly utilising language technology.

HR and people functions: continuously dealing with training, contracts and compliance in multiple languages.

Legal and regulatory: dealing with contracts, patent submissions, litigation or arbitration in different markets.

Corporate: in areas such as market updates, acquisitions or filings.



How can technology help when procuring languages?

Utilise technology platforms available to provide simple, clear, secure and productive management of organisation-wide language service use.



Language procurement platform/dashboard

Using a central dashboard helps control spend, facilitates project visibility and reporting, and improves internal customer experience.

Translation Memory (TM)

TM automates analysis of your material to identify repeated content from previously completed and approved translation. This means reduced costs of up to 75%, as well as increasingly consistent output quality. As more projects are completed, your TM grows and the cost and quality benefits increase.

Machine Translation (MT)

Can reduce translation costs by 30%, speed up process and support live 'gisting' (simple, quick understanding of content, for internal use). Including MT in the translation workflow is increasingly more common as technology rapidly improves and the benefits are high. Your supplier should advise when and where MT is appropriate for use.

Remote Interpreting

Can reduce interpreting costs by 40%, making interpreting accessible anywhere, anytime. To be considered for remote multilingual customer calls, client presentations or conferences, HR activities such as interviews or training.

Connectors/Integration

Create and manage content locally and transfer directly to your translation supplier. Integrating your own systems and platforms with those of your suppliers' makes translation workflows slicker and more secure by automating previously unnecessarily manual steps. Integrations are available between systems such as CMS', LMS', and authoring tools, among others.

10 key questions to include in your RFP

Encourage your existing/potential suppliers to expand on the areas that will provide the most return on your investment

1. How are your translators selected, certified and trained?
2. Do your company's employees receive on-going training? If so, please identify the standard on-going training your company provides its employees/translators.
3. Do you have a reporting mechanism in place to document quality accuracy and consistency with your company's customers? if so, how is it tracked and provide most recent accuracy level?
4. Do you offer remote interpreting services and if so, how are they delivered?
5. Please describe the technological advancements and improvements your company has made in translations during the last two years.
6. Do you have processes in place to secure and protect confidential information and intellectual property rights of our business and our suppliers? Please describe.
7. Describe sequence of events and level of effort recommended for clients to consider in planning their initial implementation strategy/transition/on-boarding.
8. Does your company have a formal cost management process? If yes, please provide detailed explanation.
9. Please indicate any other services that are included as part of the value you will provide if your company is awarded the business.
10. Does your company maintain separate teams per client or does a team work on several accounts? Would your company have a dedicated account manager for our business? If so, where would he or she be located?



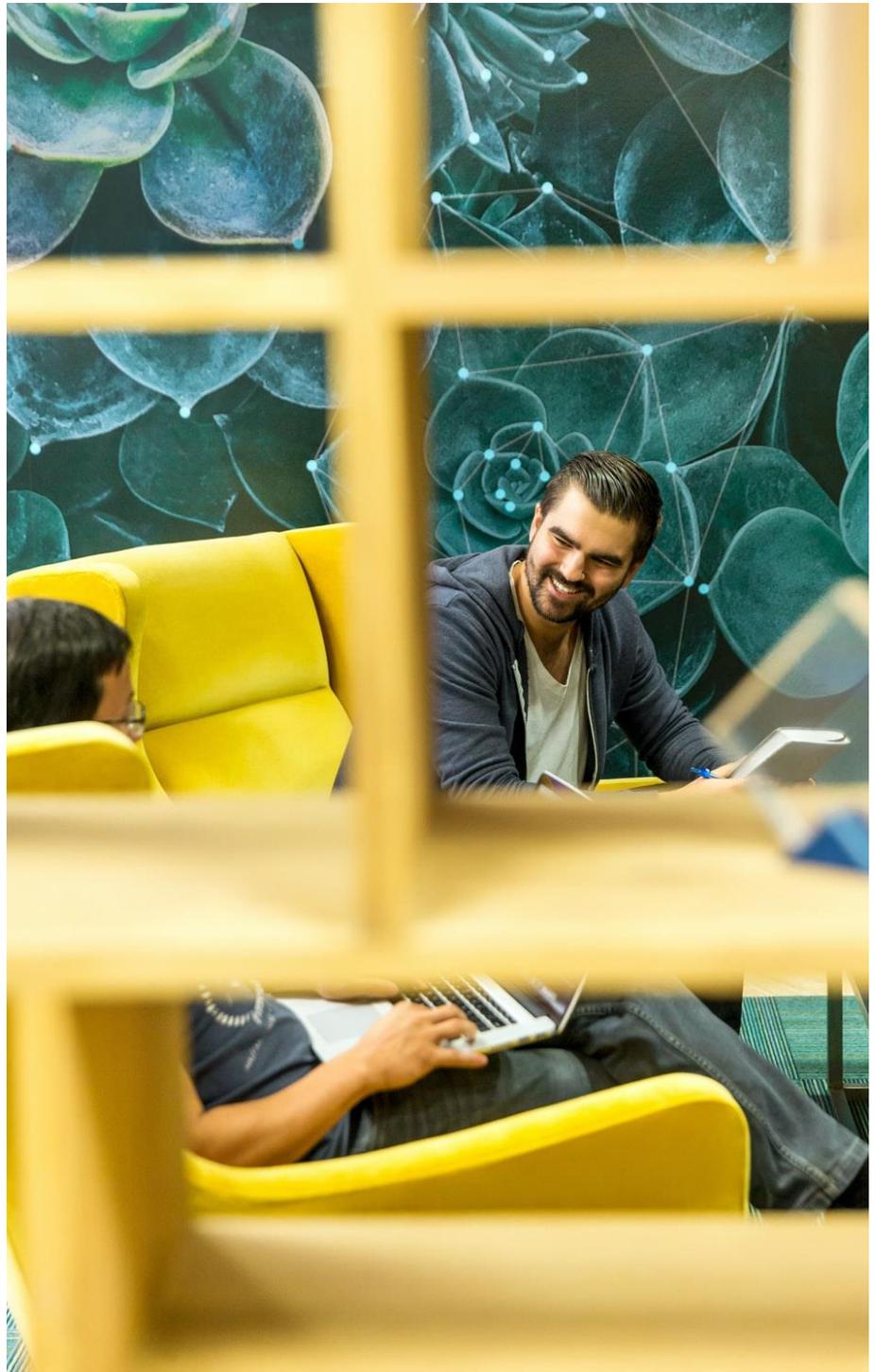
Top challenges when centralising language spend and how your supplier should help you

Discuss the following with your supplier:

Identifying spend is not always easy, as often the cost of translations is hidden within local budgets. Your supplier can help engage with the right teams and identify opportunities.

Language quality is subjective. You must convince stakeholders of the benefits of a centrally managed, quality-controlled language services supplier. Your supplier needs to help you by engaging with those evaluating the translations and building confidence and trust in the service.

Maximising on technology benefits can deliver a big saving. Your supplier needs to be open to sharing the possible cost reduction opportunities based on their knowledge of your needs and industry trends such as translation memory, machine translation and automation.



Check out some more helpful information

CAPITA

A centralised approach to localisation

What are the benefits and how to implement a future-proof strategy

Capita Translation and Interpreting - WHITE PAPER

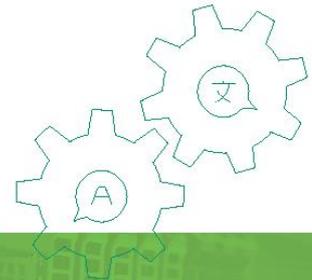


CAPITA

An introduction to machine translation:

What, when, why and how?

WHITE PAPER



Capita Translation and interpreting

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Advanced localisation How to save translation costs and optimise efficiency

Capita Translation and Interpreting - WHITE PAPER



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Five steps to an optimised process - Page 7

Get in touch

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