QUALITY AS A TOOL (AND TOOLS FOR QUALITY)

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Co-Founder & Head of Product at ContentQuo

Translating Europe EC workshop
Tallinn University, 18 May 2017
INTRODUCTION
ABOUT ME

Language Service Provider
Freelance Linguist

Project Manager

Translation Buyer
Program Manager

Global Director

Trans. Tech Vendor
Startup Founder

Startup Founder

15 years in Translation & Localization (GILT)

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ABOUT CONTENTQUO

The most comprehensive SaaS solution for translation & localization quality management. Soon on the market.

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ABOUT YOU

Who is in the audience today?
AGENDA

1. Quality as a Tool
   1. What is translation quality and why manage it?

2. Tools for Quality
   1. Requirements: DQF & MQM
   2. Analytics & Benchmarking: TAUS Quality Dashboard
   3. Review & Annotation: translate5, Ocelot
   4. Automated QC: LexiQA, Verifika
   5. File Comparison: ChangeTracker, TQauditor
   6. ContentQuo

3. Q&A
QUALITY AS A TOOL
WHAT IS QUALITY?

“How good or bad something is” (Merriam-Webster)

“The standard of something as measured against other things of a similar kind; the degree of excellence of something” (Oxford Dictionaries)

“The totality of features and characteristics of a product or service that bear on its ability to satisfy stated or implied needs” (ISO 9001:2008)

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CONTENT QUALITY DRIVES BUSINESS

Do you have a positive impression of the company?
(Brand Trust)

- High quality: 55%
- Low quality: 23%

Would you click on the offer?
(Conversion)

- High quality: 60%
- Low quality: 21%

Would you buy from this company?
(Purchase Intent)

- High quality: 51%
- Low quality: 25%

Source: Acrolinx, “Good vs. Great: How to Double (Yes, We Mean Double) the Impact of Your Content Strategy”

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WHAT IS TRANSLATION QUALITY?

“How much does a particular translation fit a particular (business) purpose”

• Today: quality of the PRODUCT, not the process!
• More info: EN 15038, ISO 17100, ASTM F2575-14
WHY CARE ABOUT QUALITY AS A TRANSLATOR?

Quality is king

2.5x more important than speed

and 6x more important than cost

Everyone’s concern today

 Gets you more work

Drives translation business

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QC, QA, QM – DIFFERENCE?

QM = Quality Management

QA = Quality Assurance

QC = Quality Control
WHAT DOES “MANAGE” MEAN?

Define  Measure

QM Process

Improve  Analyze

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WHAT TOOLS EXIST TO MANAGE QUALITY?

Define - Quality Requirements
- Quality Modelling (DQF & MQM)
- Translation Memories
- Term Bases
- Style Guides, Loc Kits, Instructions

Measure - Quality Control (Evaluation)
- Online Review Tools
- Automated Translation QC Tools
- File Comparison Tools
- MT Quality Estimation tools

Improve
- CAT tools
- TM editors
- etc.

Analyze
- TAUS Quality Dashboard
- BI & data viz tools

QM Tools

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quality modelling

TAUS Dynamic Quality Framework (DQF)
## SO WHAT IS DQF, REALLY?

<table>
<thead>
<tr>
<th>Philosophy</th>
<th>Quality is dynamic (Profiling)</th>
<th>One size doesn’t fit all</th>
</tr>
</thead>
<tbody>
<tr>
<td>Methodology</td>
<td>Based on industry input</td>
<td>Customizable, open</td>
</tr>
<tr>
<td>Knowledge Base &amp; Tools</td>
<td>List of QE methods</td>
<td>Detailed best practices</td>
</tr>
</tbody>
</table>

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HOW MUCH QUALITY IS ENOUGH?

TAUS Dynamic Quality Framework
THE UNIVERSE OF QE METHODS

Select the best method with TAUS Content Profiler:
https://www.taus.net/evaluate/content-profiling/profile-your-content
WHAT’S IN IT FOR ME?

Offer dynamic language quality evaluation (LQE) as a new hot service to your customers
quality modelling

Multidimensional Quality Metrics (MQM)
SO WHAT IS MQM, REALLY?

Unified approach
- Works for both HT and MT

Issue type catalog
- 100+ types in 8 hierarchies

Process
- Create ANY quality model!

Standard
- Encoding and interchange

Formula
- Calculate quality scores

MQM CATEGORIES HIERARCHY

6 core categories (in bold) with ±20 core issue types


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EXAMPLES OF MQM ISSUE TYPES
WHAT’S IN IT FOR ME?

Reach more LQE customers through increased interoperability & credibility

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analytics & benchmarking

TAUS Quality Dashboard (QD)
SO WHAT IS TAUS QD, REALLY?

<table>
<thead>
<tr>
<th>Toolset</th>
<th>• Visual interface of TAUS DQF</th>
</tr>
</thead>
<tbody>
<tr>
<td>Plugins &amp; API</td>
<td>• Send data from CAT tools directly to QD</td>
</tr>
<tr>
<td>Productivity tracking</td>
<td>• Measure how fast you translate or edit</td>
</tr>
<tr>
<td>Quality analysis</td>
<td>• Visually analyze your quality levels</td>
</tr>
<tr>
<td>Benchmarking</td>
<td>• Compare yourself against industry average</td>
</tr>
<tr>
<td>Reporting</td>
<td>• Track progress &amp; trends and drill into details</td>
</tr>
</tbody>
</table>

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EXAMPLE TAUS QD REPORTS

Productivity

Error Distribution

Weighted errors per language

Errors per category and severity

Percentage of segments with errors

Error density per language

Quality Trends

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**WHAT CAT TOOLS ARE SUPPORTED?**

<table>
<thead>
<tr>
<th>SDL Trados Studio</th>
<th>SDL Translation Management System</th>
<th>SDL WorldServer</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>XTM Cloud</td>
<td></td>
</tr>
<tr>
<td>Lingotek</td>
<td>MEMSOURCE</td>
<td>matecat</td>
</tr>
<tr>
<td></td>
<td>GlobalLink</td>
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</tr>
</tbody>
</table>

More coming up

[https://www.taus.net/evaluate/plugins](https://www.taus.net/evaluate/plugins)

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WHAT’S IN IT FOR ME?

- Know where you stand among your peers
- Increase your efficiency by using data
Review & Annotation Tools
• Free & open-source
• Browser-based
• MQM compliant
OCELOT


- Free & open-source
- Desktop (Win & Mac)
- ITS 2.0 compliant (convertible to MQM)

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WHAT’S IN IT FOR ME?

• Perform quality evaluation outside CAT tools
• Ensure your QE is standards compliant
Automated QC Tools
LEXIQA

http://www.lexiqa.de

• Browser/API based
• FREE to use in CAT
• Use from MateCAT, SmartCAT, MemSource, Transifex, GTT
VERIFIKA

http://www.e-verifika.com

- Desktop-based, paid
- Integrates with Crowdin, Transifex, MemSource
- Built-in mass editor
- Auto error correction

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WHAT’S IN IT FOR ME?

- Improve your quality by finding more issues
- Increase productivity through automation
File Comparison Tools
CHANGETRACKER

https://tqauditor.com/changetracker.html

- Desktop based (Win)
- Free to use
- Not supported
TQAUDITOR LIGHT

https://tqauditor.com/freelance.html

- New version of ChangeTracker
- Browser based
- Free for freelancers
WHAT’S IN IT FOR ME?

Improve your quality by learning on your mistakes (and mistakes of others!)
“One tool to rule them all”

• Browser based
• Enterprise, paid
• Private Beta

http://www.contentquo.com
QUESTIONS?
ADDITIONAL READINGS

- **TAUS Knowledge Base on Quality**
- **SDL Research – Insights on Quality eBook**
- **ContentQuo blog on Error Typology quality measurement:**
- **QT21 Multidimensional Quality Metrics project:**
  - [http://www qt21.eu/launchpad/content/multidimensional-quality-metrics](http://www.qt21.eu/launchpad/content/multidimensional-quality-metrics)
- **TAUS online course “Quality Management using DQF” (€€€)**
  - [https://evaluate.taus.net/academy/quality-management-training](https://evaluate.taus.net/academy/quality-management-training)
THAT’S ALL FOLKS

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