Translation Review Process: Structured and Simplified

Introducing EzREV

INTRODUCTION

To assure high level of translation quality and industry lingo relevance companies opt for translation review before giving their multilingual content a stamp of approval. While very valuable, this can be a daunting task that can produce questionable results as well as a great deal of frustration and potential political issues. Supporting the process by an efficient and easy-to-access tool makes the process more useful and removes the potentially unpleasant side-effects. Learn about EzREV – EzGlobe's structured translation review tool.

KEYWORDS: *Linguistic review, linguistic quality assurance, LQA*

Business Need

Content designers devote considerable effort to developing content that:

1. Appropriately addresses the target audience

2. Delivers a clear message

3. Conforms to all grammatical and language rules.

When translating this carefully crafted content into foreign languages, the quality of the message must remain uncompromised. A reasonable thing to do is to have the content reviewed by individuals who not only have a native proficiency in the target language but also are well-versed in the given industry.

Soliciting Help

> According to the Global Writers' Survey[1] conducted by Multilingual Computing, 44.6% respondents identified in-country reviews as the most problematic subject in their effort to write and complete projects for translation.

Localization and translation managers usually do not speak the target language and thus rely on the help from foreign colleagues, business partners or third-party individuals to perform the review and provide constructive feedback. While this arrangement seems reasonable it is not always practical.

1. Typically, the people solicited for the job are not professional reviewers or translators. They may introduce content modifications or even language errors.

---

[1] Source no longer available on Internet.

2. The review job is an addition to their normal workload.

3. Since they are often performing the review as a favor, it is hard to push them to stick to the deadlines.

This puts localization managers in an awkward position. On one hand they are expected to deliver QAed translations and on the other they have only very little control over the process.

While the linguistic feedback is invaluable it can also be confusing. There can be too much feedback or too little, it may be relevant or less, it may change the meaning of the text, it may be an overall improvement while, occasionally, I may bring the quality down. And all of this is basically impossible to judge unless you speak the target language. So what now?

Introducing EzREV

EzREV is an online tool designed to aid clients with linguistic **R**eview, **E**valuation and **V**alidation. It simplifies and structures the entire process for all of its participants and removes some of the pain points discussed above.

REVIEW

EzREV displays the source and target languages side by side and provides functionality to edit, comment, or categorize a change request.

English   Chinese

navigating this simple web-based interface a reviewer makes changes as she sees fit. She opens a simple edit box window and types in the new translation. She can also add comments and categorize the change requests.

All changes are written to a background database in real time.
This allows for an efficient management of the review process, including change request reporting, review feedback implementation, validation and quality control.

EVALUATE

One of EzREV's most sought after features is its reporting capability. Based on your reviewer's feedback, you can generate custom reports. You can assign different values to the errors and ultimately use industrial methods – such as the six sigma – to objectively measure the translation quality.

When the business situation demands it, you can triage the bugs and decide which ones need to be implemented and which ones can stay as they are. You can do this as a part of your overall development and quality assurance effort. EzREV generates reports in an XML-based format which allows you to easily transform (XSLT) and import it into any bug tracking system.

VALIDATE

Once EzGlobe has implemented the reviewer's feedback, you can once again use the tool to quickly verify that everything is in order and give the green light for production.

Conclusion

When completed thoroughly, the translation review can be a very time-consuming task. EzGlōbe's tool, EzREV, significantly simplifies and structures this important step in a successful localization process. Most importantly, it empowers managers to make educated decisions about translation quality.

EzGlōbe acts as a strategic partner for companies that believe in the importance of addressing their clients, partners or employees in their own language. The company helps its clients go global by providing **professional translation, localization and internationalization services**.

www.ezglobe.com

Sophia Antipolis, France	**Massachusetts, USA**
Tel.: +33 4 92 94 23 90	Tel.: +1 781 322 0370