Proofreading job from English to 19 languages (Fabric & Care Instruction)

Customer Background:

2XU is a premium sportswear brand focused on advancing human performance through the development of world-leading compression garments and high performance sports apparel. Founded in 2005, with headquarter in Australia and braches in more than 70 countries.

Service: Editing

Source language: English

Target Languaguages:

Danish/ Spanish/ Finnish/ French/ German/ Hebrew/ Icelandic/ Italian/ Japanese/ Korean/ Chinese Simplified/ Dutch/ Norwegian/ Swedish/ Chinese Traditional/ Indonesian/ Arabic/ Malay/ Vietnamese

Words Count: 292

Deadline: One working day

Delivery Format: Excel with change remarks in red

Area/Industry: Fabric & Care Instruction

Instruction:

Current translations might not be accurate, but we keep it just in case if it helps.

- If translators think that the current translation should be amended – they are welcome to do it (this is the main purpose of this activity)
- If the current translations are accurate, and translators decide to keep them as is – no need to amend them.

The Challenge:

- Deadline was a bit urgent to us, what is worse, it was a proofreading job, some linguists did not want to take the job, and some required a MOQ rate.
- Translation quality was worse , some linguists checked the file and reported it is a machine translation. In this case, some rejected to accept again.

Our Solution:

- The job was assigned to two project managers, one with 10 languages, another one with 9 languages.
- Project managers tried to negotiate with linguists, rate and deadline.
- Account manager tried to negotiate the deadline with the customer at the same time.

The Result:

- The project was successfullyfinished in 1.5 working days, on budget and with high quality editing.
- The client was impressed with our job and hasrecommended us to other branches.

Conclusion:

For proofreading job, it is better to check the translation quality with translators in advance before sending quotation to clients.

For urgent multi-language proofreading job, you can assign the job to different PMs for time saving.

Negotiate is important. If budget is limited, you can negotiate with the linguists for a package rate. If deadline is too tight, try to negotiate with your client or find another way to work.

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