



RWS Linguistic Quality

Professional, unbiased evaluation
to ensure translation accuracy



Our client-centric approach focuses on your challenges and requirements

As a world-leading language service provider (LSP), we embed quality assurance and management processes into everything we do.

We provide real-time monitoring and continuous improvement, but we understand the importance of providing professional, unbiased evaluation to further ensure the accuracy of all translated content.

We also know that global enterprises have their own quality requirements, which is why our linguistic quality services are customized to ensure the accuracy, consistency and compliance of your global content.

Our client-centric approach also focuses on your requirements to facilitate measurement of return on investment (ROI) and key performance indicators (KPIs).

What we offer

Our linguistic quality services are managed by professional reviewers who deliver in-depth evaluations that comply with industry-leading quality assessment models. Our translation quality metric standard provides detailed evaluations and objective assessments of translation quality that avoid bias and personal preferences.

Our services include:

Linguistic quality evaluation

This evaluation involves spot-checking a sample and measuring translation quality based on an agreed-on quality model. Detailed feedback is categorized and logged in a scorecard, and the results from individual scorecards are aggregated and presented in a visual dashboard.

Linguistic quality assurance

This approach is recommended for those who require a quality evaluation of all the translated content rather than just a sample. This comprehensive assessment is recommended for specialized or industry-specific subject matter and in instances where third-party quality evaluations are needed in order to comply with industry requirements.

Linguistic quality assessment automation

We use automated tools to confirm that consistent quality standards have been followed and also to certify that client-specific style requirements, formats and guidelines have been adhered to.

Linguistic asset management

This ensures accurate translation of company and industry-specific terms, acronyms, synonyms and abbreviations, following a clear set of rules. Linguistic asset management is key to helping manage and maintain company assets while improving efficiency and brand consistency across materials.



The benefits of RWS Linguistic Quality

Serving clients with a customized approach

One size doesn't fit all when it comes to linguistic quality services.

Our linguistic quality experts consult with you to identify the service that best suits your needs. From highly customized, flexible and dynamic solutions to more standard packages, we follow industry quality standards and best practices to offer flexibility and scalability that results in improved efficiency and boosts your global presence.

Whatever your requirements, we offer industry-leading expertise that goes the extra mile to address end-to-end linguistic quality needs.



Consistent quality metrics

A lack of standardized review procedures across the organization can leave many enterprises struggling to achieve consistent and high-quality translation assessment reviews. Our linguistic quality experts can identify the best quality measurement options to meet your requirements. While these will be tailored to meet client needs, the quality evaluation metrics used will reflect industry-leading standards and best practices.





A wide pool of expert evaluators

Our linguistic quality service uses a broad pool of impartial expert evaluators who meet our stringent qualification criteria. This allows us to provide flexible and scalable solutions to address varied requests in terms of volume, language combinations and domain-related specialization.

These evaluators:



Include experienced in-country linguists with extensive analytical, communication and management skills, providing valuable insights into language, markets, domain and product



Are able to serve as your brand ambassador, proactively identifying quality risks, in-language experience, and proposing actions to improve efficiency



Collaborate with your stakeholders to align on expectations and specific requirements, and record this knowledge in guidelines and other materials for greater efficiency



Can offer additional specialized services such as terminology management, brand voice definition and in-language user experience research

All evaluators meet our stringent qualification criteria aligned with the ISO 17100:2015 standard on translation services. Our evaluations are independent and objective, and we provide specific examples to improve translation quality over time.

Data collection, dashboarding and analysis

Actionable data analysis is always valuable for facilitating compliance and informing business decisions. Our comprehensive reports provide quality results against standard benchmarks and include a breakdown of issues by language, error category and error severity. A trend analysis is also able to show if translation quality is improving over time.



Automated workflows collect quality data and metadata throughout the evaluation process



Data is captured in a structured format, enabling visibility and trend monitoring



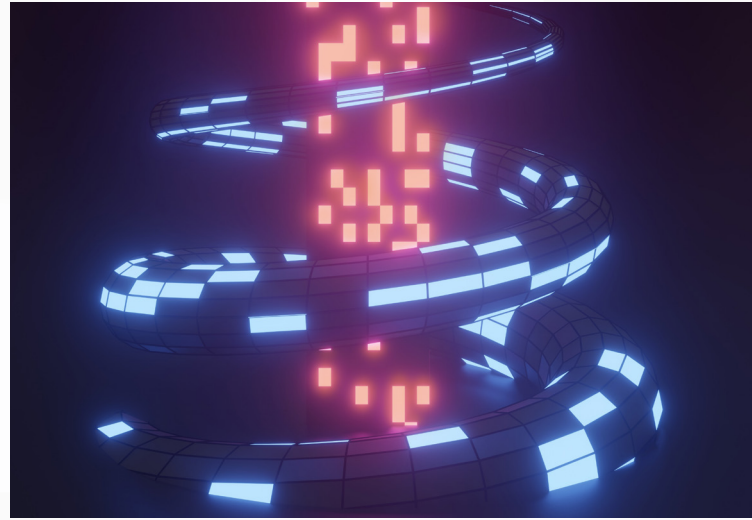
Summary and detailed data view is available, including drill-down options for proactive quality management such as identification of challenges, risks and root causes, and recommendations for improvement



Reports measure vendor compliance with service level agreements, provide data for business reviews and support rate negotiations

Technology-enabled asset management

Our industry-leading technology is integrated across all our services, delivering maximum efficiency, agility and accuracy. Translation memory, terminology management services and style guide automation tools can manage and maintain company assets to improve efficiency and brand consistency across your organization's materials.



Demonstrate the value of linguistic quality evaluations

In some enterprises there may be a lack of understanding internally about the value linguistic quality evaluations can deliver. Having translated content evaluated by trained, non-biased experts, increases internal and external brand credibility, while ensuring your translated content consistently delivers the highest level of accuracy and greatly offsets and justifies any associated costs.

Our customized approach, consistent quality measurement and comprehensive data collection and analysis help you demonstrate value in terms of clear metrics like ROI and KPIs.

Want to learn more?
[rws.com/linguistic-quality](https://www.rws.com/linguistic-quality)

Ready to connect with one of our specialists?
Contact us

About RWS

RWS Holdings plc is the world's leading provider of technology-enabled language, content management and intellectual property services. We help our customers to connect with and bring new ideas to people globally by communicating business critical content at scale and enabling the protection and realization of their innovations.

Our vision is to help organizations interact effectively with people anywhere in the world by solving their language, content and market access challenges through our collective global intelligence, deep expertise and smart technology.

Customers include 90 of the globe's top 100 brands, the top 10 pharmaceutical companies and approximately half of the top 20 patent filers worldwide. Our client base spans Europe, Asia Pacific, and North and South America across the technology, pharmaceutical, medical, legal, financial services, chemical, automotive, government and telecommunications sectors, which we serve from offices across five continents.

Founded in 1958, RWS is headquartered in the UK and publicly listed on AIM, the London Stock Exchange regulated market (RWS.L).

For further information, please visit: www.rws.com

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