

LINGO24 CONTENT ASSESSMENT SERVICE

What is it?

A review of various types of content with a view to offering a content assessment in line with the customer's purpose and requirements for content analysis, categorisation or interpretation.

How does it work?

1 component: Content Assessment

Depending on general client requirements and project-specific instructions the assessment is assigned to one of the following:

- Native professional linguists
- Non-native professional linguists
- Native speakers
- Non-native but proficient speakers
- We follow general client requirements and project-specific instructions as per service-specific briefing guidelines

Depending on general client requirements and project-specific instructions content assessment is processed:

- Offline
- On the client's tools, platforms, interfaces, etc.
- In our Translation Management System
- If performed in our Translation Management System or offline, the file format and content are processed according to our <Standard File Filtering> service.

Quality and Scope of service

High-level Error Categories

Depending on general client requirements and project-specific instructions, the content assessment can cover all or some of the quality categories listed below.

DQF	Accuracy	Addition	
		Improper exact TM match	
		Mistranslation	Ambiguous translation
			Mistranslation of technical relationship
			Overly literal
		Omission	Omitted variable
	Untranslated		
	Locale Convention	Address format	Postal code
		Date format	
		Currency format	
		Measurement format	
		Shortcut key	
		Telephone format	
	Style	Awkward	

		Company style	
		Inconsistent style	
		Third-party style	
		Unidiomatic	
	Design	Length	
		Local formatting	
		Markup	
		Missing text	
		Truncation/text expansion	
	Fluency	Character encoding	
		Grammar	
		Inconsistency	Inconsistency with external reference
		Link/cross-reference	
		Punctuation	
		Spelling	
	Terminology	Inconsistent with termbase	Company termbase
			Third-party termbase
		Inconsistent with use of terminology	
	Verity	Culture-specific references	

Source: The harmonised DQF-MQM error typology

For a granular view of these error categories and error types, refer to the service Annex <Harmonized DQF-MQM Error Typology>. The annex provides a detailed description of each error category including definitions and examples.

High-level Error Category Weight

DQF	Accuracy	Multiplier: 3
	Fluency	Multiplier: 2
	Terminology	Multiplier: 2
	Style	Multiplier: 1
	Locale Convention	Multiplier: 1
	Verity	Multiplier: 1
	Design	Multiplier: 1

Error Severity Levels

Severity Level	Definition	Multiplier
Minor	Errors that don't lead to loss of meaning and wouldn't confuse or mislead the user but would be noticed, would decrease stylistic quality, fluency or clarity, or would make the content less appealing.	1

Major	Errors that may confuse or mislead the user or hinder proper use of the product/service due to significant change in meaning or because errors appear in a visible or important part of the content.	5
Critical	Errors that may carry health, safety, legal or financial implications, violate geopolitical usage guidelines, damage the company's reputation, cause the application to crash or negatively modify/ misrepresent the functionality of a product or service, or which could be seen as offensive.	10

Quality Threshold

The quality pass/fail threshold is 98%.

The quality pass/fail threshold is based on:

- Number of confirmed errors per high-level error category
- The error category weight
- Error severity level and multiplier
- Number of words.

We do not label as confirmed errors, customer revisions or feedback on Lingo24's content assessment which are:
 Preferential changes: both the original version and the revised version have equal merit and are correct; either can be used

Unsupported changes: changes not in line with the general client requirements and project specific instructions, are not in line with the content Lingo24 used as reference for the content assessment or changes containing errors.

Impact on Quality

- There are various service-specific risk factors that can have a negative impact on all applicable quality categories of this service:
- Lack of control over clarity in meaning and comprehensibility of content
- Complexity of layout and formatting of the repository of content
- Lack of control over supplier training, technical support, quality assurance functionality (client tools, platforms, interfaces etc.)

Adherence to service scope

Adherence to service scope is ensured through:

- Supplier assignment as per criteria listed above
- Briefing process between client and Lingo24
- Briefing process between Lingo24 and suppliers
- Ongoing Query Management and Issue Clarification
- Use of content assessment assets & resources:
- Reference material
- Assessment and implementation of client feedback

Step 1: Feedback, if in line with <Client Review> service scope, is assessed to determine the category:

- Confirmed changes: the changes address confirmed errors in the content assessment
- Preferential changes
- Unsupported changes

Step 2: Instances of feedback that improve the quality of the content assessment, specifically a and b, incorporated in a revised file, if requested, and/or stored as reference for future orders

Step 3: Communication of findings.

Service Prerequisites

- If performed in our Translation Management System or offline, source file format to be supplied as per <Standard File Filtering> criteria
- If performed on the client's tools, platforms, interfaces, etc., final version of and access to the finalised online content is required
- Content assessment format provided or if using Lingo24's format, this is to be validated by customer
- Service level-specific briefing process completed
- Receipt confirmation within 1 business day
- Explicit service acceptance within 3 business days, otherwise acceptance is assumed. Customer-specific service acceptance timeframes and criteria can be requested.

Disclaimers of Service

- Where source file format and content are not compliant with our <Standard File Filtering> service, we will recommend the <File Engineering Services> in our Service Catalogue. Any issues caused by non-compliance with these service engagement rules will be the responsibility of the customer.
- Where review of content beyond the scope of this service and/or content revision is required, we recommend other services in our Service Catalogue (<Monolingual Proofreading>, <Checking and Editing>, <Localisation>, etc.)
- Where sample translations of representative content are needed or translation of all content is preferred to content assessment, we recommend <First Draft>, <Premium / Customised Machine Translation>, <Light Post Editing> or <Full Post Editing> in our Service Catalogue
- When making revisions or additions to the source content after order confirmation and with service provision in progress, we recommend <Revision Handling> in our Service Catalogue
- For shorter turnaround times, we recommend <Rush & Split> in our Service Catalogue.

Service Price

- Based upon a per hour pricing scheme or, depending on general client requirements and project-specific instructions, pricing agreement could be based on:
- An initial estimation of the hours needed, resulting in an estimate quote
- Determining number of hours required after service provision, resulting in a final quote
- Minimum charges per language combination apply

Service Level & Availability

- All language combinations
- Output capacity is dependent on the general client's requirement and project- specific instructions
- Output capacity is influenced by the clarity in meaning, comprehensibility and complexity of content and/or by requirements for value-added services
- Default service availability: 24 hours a day/5 days a week
- Permanent or ad-hoc 24/7 services are available on demand following assessment of service requirements and validation of capability and capacity for service provision. Refer to <24/7 Service> in our Service Catalogue.