

## ON-BRAND TRANSLATION SERVICE SHEET

### What is it?

- On-brand translation builds upon our Professional Translation service using our most experienced linguists with expertise in brand messaging and giving them more scope to be creative in the translation.
- To achieve this, the service explicitly affords the linguists more latitude and time for creativity in the language used, supported with additional client reviews rounds to allow creative collaboration between the parties.
- Where provided by the client, our linguists use language assets to deliver translations aligned to the company style and rules expressed in these assets. The linguists' goal is to translate the source using the company style, with flexibility in how they deliver the message.
- This service is typically used where the content's end-use is brand or location sensitive (e.g. consumer product marketing or product launches in foreign markets) or where the client wishes to fine-tune the resultant translation.

### How does it work?

2 components: Translation and Checking and Editing

- The translation and checking and editing project is assigned to a translator and editor, both native, professional linguists who have subject matter expertise and experience working for the industry, and in translating similar content. They will also be familiar with on-brand messaging in order to be able to incorporate and reflect style and tone of voice requirements in the translated output.
- As a minimum, either the translator or the editor is in-country based
- We follow general client requirements and project-specific instructions as per service-specific briefing guidelines and/or style guide if available
- The translation project is processed in our Translation Management System
- The file format and content are processed according to our <Standard File Filtering> service.

### Quality and scope of service

#### High-level Error Categories

DQF	Accuracy	Addition	
		Improper exact TM match	
		Mistranslation	Ambiguous translation
		Mistranslation	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	Lingo24 views the company style component of translation as a company's style captured in a Lingo24 style guide on behalf of the client, any approved glossary held within our CAT tools, and previous translation memory.
		Inconsistent style	
		Third-party style	
		Lack of creativity	
		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: 3
	Locale convention	Multiplier: 1
	Verity	Multiplier: 2

### 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 translation which are:

- Preferential changes: both the original translation 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, changes not in line with the source content, not consistent with the client approved TM or changes containing errors.

### Impact on Quality

There are no service specific risk factors that can have a negative impact on the quality categories of this service.

### Adherence to service scope

- 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
- Checking and editing
- Supplier self-editing prior to delivery
- Use of translation assets and resources:
  - Style guide
  - Term Base
  - Translation Memory
  - Reference Material
  - In-built Quality Assurance functionality within our Translation Management System
- Lingo24 allows for client feedback to be implemented in the Translation Memory and incorporated in a revised translation following and in line with <Client Review> service

- Lingo24 offers assessment and implementation of client feedback by the Quality and Experience team when quality questions have been raised:
  - Step 1: Feedback from customer is assessed to determine the category:
    - Confirmed changes: the changes address confirmed errors in the translation
    - Stylistic improvements
    - Preferential changes
    - Unsupported changes
  - Step 2: Instances of feedback that improve the quality of the translation, specifically a, b and c, are implemented in the Translation Memory as per <Feedback Implementation> service, incorporated in a revised translation, if requested, and/or stored as reference for future orders
  - Step 3: Communication of findings.

### Service Prerequisites

- Source file format and content to be supplied as per <Standard File Filtering> criteria
- Final version of the source file
- 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 source file format is not in line with <Standard File Filtering> and, following <File Engineering Services> cannot be processed in Lingo24's Translation Management System, the service provision will be completed offline.
- In case of limited briefing material, Lingo24 reserves the right to decline service provision and will recommend alternative services (e.g. <Professional Translation>)
- Where preserving the source content layout and formatting is impossible (due to target language expansion or reduction, etc) or requires involvement from our Professional Services team, we recommend <DTP> 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 feedback provision, either within (2 feedback cycles) or beyond service scope, we recommend <Client Review> in our Service Catalogue
- If feedback is not in line with standard <Client Review> in our Service Catalogue and assessment and implementation is required:
  - We recommend <File Engineering> for technical file comparison
  - We recommend <Premium Account and Project Management> for manual file comparison
  - We recommend <Feedback Implementation> for implementation of revisions in the Translation Memory and Terminology
  - Lingo24 reserves the right to decline feedback assessment and implementation if file comparison via the above services is not possible
- Where the source file was not processed in Lingo24's Translation Management System and incorporation of feedback is required either within (2 feedback cycles) or beyond service scope, we recommend <Checking and Editing> in our Service Catalogue

- Where a Term Base is needed or requires maintenance, we recommend <Terminology Management> in our Service Catalogue.

**Service Price**

- Based upon a per source word / source character pricing scheme
- Translation Memory metrics discounts apply
- Minimum charges per language combination apply

**Service Level & Availability**

- All language combinations
- Output capacity: up to 1,000 words per language / business day
- Output capacity is influenced by requirements for value-added services
- Default service availability: 24 hours a day/5 days a week
- Weekend or 24/7 value-added services are available on demand following assessment of service requirements and validation of capability and capacity for service provision. Refer to <Weekend> or <24/7> in our Service Catalogue.