

TRANSCREATION SERVICE SHEET

What is it?

Adaptation and recreation of branded communications for specific target cultures, with respect to a client's individual tone of voice, to make texts sound as though they were conceived in the target language.

How does it work?

2 components: Transcreation and Checking and Editing

- The transcreation project is assigned to a translator and an editor, both native professional linguists who have subject matter expertise, experience working for the industry and in transcreating similar content. They will also be familiar with on-brand messaging, have strong creative writing skills and be culturally aware so as to follow and reflect style and tone requirements in the transcreated content for the relevant audience.
- 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
- This service is either processed in our Translation Management System by undergoing a pre-translation preparation stage, whereby File Engineering will process the source files to enable the paragraph- rather than the segment- based segmentation rules to allow for in-context translation & also to give translators sufficient flexibility to be creative or the processing is done offline, where the source files cannot be pre-filtered for paragraph segmentation due to their format or content
- 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
	Locale Convention	Untranslated	
		Address format	Postal code
		Date format	
		Currency format	
		Measurement format	
		Shortcut key	
	Style	Telephone format	
		Awkward	
		Company style	
		Inconsistent style	
		Third-party style	
	Design	Unidiomatic	
		Length	
		Local formatting	
		Markup	

		Missing text	
		Truncation/text expansion	
	Fluency	Character encoding	
		Grammar	
		Inconsistency	Inconsistency with external reference
		Link/cross-reference	
		Punctuation	
	Terminology	Spelling	
		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: 2
	Fluency	Multiplier: 3
	Terminology	Multiplier: 2
	Style	Multiplier: 3
	Locale convention	Multiplier: 1
	Verity	Multiplier: 3
	Design	Multiplier: 0.5

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 transcreation which are:

- Preferential changes: both the original transcreation 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 is a service specific risk factor that can have a negative impact on the quality categories of this service:

- Little quality control (preferred terminology adherence, no QA checks, no consistency with previous similar projects) where translation is processed offline.

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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
- Checking and editing
- Supplier self-editing prior to delivery
- Use of transcreation assets & resources:
 - Style guide
 - Reference Material
- Lingo24 allows up to 3 feedback cycles within the service scope. Feedback from customer should be in line with <Client Review> service scope.
 - Following linguists' assessment, Confirmed changes and Preferential changes will be implemented as per <Feedback Implementation> service, incorporated in a revised translation, if requested, and/or stored as reference for future orders
 - Following linguists' assessment, Unsupported changes will not be implemented in the Translation Memory
- 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
 - Preferential changes
 - Unsupported changes
 - Step 2: Instances of feedback that improve the quality of the translation, specifically a and b are implemented in the project Translation Memory, Terminology and/or Style Guide as per <Feedback Implementation> service and incorporated in a revised translation, if requested
 - 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 to be completed and style guide to be supplied.
- Receipt confirmation within 1 business day
- Explicit service acceptance within 3 working 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.
- In case of limited briefing material, Lingo24 reserves the right to decline service provision and will recommend alternative services (e.g. <On-brand Translation>, <Professional Translation>)
- Where preserving the source content layout and formatting is required but impossible to achieve (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 (3 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 in case of other types of client quality assessments:
 - We recommend <Feedback Implementation> for implementation of validated client feedback in the project deliverable, project Translation Memory, Terminology and/or Style Guide
 - We recommend <File Engineering> for technical file comparison
 - We recommend <Project Management> for manual file comparison
 - 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, we recommend <Feedback Implementation> in our Service Catalogue
- Where global TM updates are required, we recommend <Translation Clean-up & Maintenance> in our Service Catalogue
- Where specific instances of global updates to Terminology are required (frequent updates, clean-up, validation of pending terms, etc), we recommend our <Terminology> services in our Service Catalogue
- Where a Term Base needs to be created, we recommend <Terminology Consolidation> in our Service Catalogue
- Where stylistic guidelines require the creation of a style guide, we recommend <Style Guide Creation> in our Service Catalogue.

Service Price

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

Service Level & Availability

- All language combinations
- Output capacity: up to 600 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.