



Buyer's Guide

What are the key questions you need to ask when buying translation services? We gave this some thought and came up with some important issues that need to be addressed when selecting a translation service.

1. Can you trust your translator with your corporate image?

Translation involves trust. Not only in terms of maintaining confidentiality and protecting a company's ideas and information. But also when it comes to terminology, tone of voice, and cultural aspects. Customers read between the lines. If your wording seems "strange" or unnatural, they might get the impression that they won't be able to effectively communicate with your company.

We work exclusively with experienced native speakers – many of them reside in their homeland. This helps ensure that your message is correctly interpreted, and not simply "translated."

Many companies spend large sums of money on their corporate image and branding. But when it comes to translating mission-critical information, they rely on the cheapest translation service they can find. This can obviously lead to serious problems for companies doing business in global markets.

Incidentally, we require a signed non-disclosure agreement (NDA) from every member of our team. As a result, confidentiality has never been an issue in our nearly 30 years of business.

2. Who else trusts your translator?

References are valuable credentials in today's markets. If a translator has no proven experience in your branch of business, perhaps it's time to choose someone who speaks your (business) language.

We work with many of the world's leading companies. And we can put you in touch with a customer from your branch of business who will verify the quality of our services.

3. Does your translator check the source document for errors before starting translation?

Mistakes in your source document can result in an endless chain of edits and quick fixes. As foreign language speakers, most translators are not qualified to proofread the original document for errors.

At Text International, we have every document thoroughly checked by a native speaker to make sure it is error-free before starting the translation process. And if we spot any problems, we'll let you know and offer our low-cost proofreading/editing services.

4. Are your translated documents thoroughly proofread?

Nobody's perfect. Rarely is a written text 100% error-free in its original form.

We take the time to have a native speaker of the target language double check every translation to make sure it is error-free and ready for publication.

5. Does your translator maintain translation memories and glossaries?

Translating a word or phrase the same way every time is the hallmark of professional language services.

Using state-of-the-art software, we generate corporate glossaries and cross-platform translation memories to ensure consistency of terminology, style and wording.

6. Does your translator know who you are?

Do they understand your business? Your strategy? Your products and services? Most translators focus on their job: translating. Working against the clock to produce the maximum number of words, they rarely have the time to carefully research a company and understand the true nature of its business mission.

At Text International, we check your website and research your organization, corporate wording, standard terminology, unique value proposition, etc. And then we check your competitors to see what they are saying.

7. Do they speak your language?

What good is a foreign language when it's not your corporate language?

We check your website and analyze your corporate wording to ensure the translated copy sounds natural, as if it was written by someone who has been working in your organization for years.

8. Is your message getting across?

Will your foreign customers really understand what you are trying to say? Does your message have value in their eyes? Will it make them want to buy your products or services?

Cultural norms play an important role in how information is understood on the receiving end. What is important in Germany is not necessarily meaningful in the United States or China. We help you adapt your information for foreign target groups and use compelling, response-focused wording aimed at achieving the desired result.

9. Are the costs transparent?

Quoted translation rates can lead to unpleasant surprises when you get the bill. Translators generally quote a price based on the number of lines or words in the finished document. But the actual length of a translation can be significantly longer than the source text.

When you work with Text International, you know exactly what the job will cost beforehand. This transparency makes things a lot easier when it comes to budgeting.

10. Why work with an agency?

Freelance translators charge less. But the service they offer is not the same as what an agency provides. Availability is a good example: What happens when you get a good translation from someone, but the next time you call, your translator is tied up for two weeks with another assignment? Liability is another issue: What happens when something goes wrong? Will a freelance translator be able to cover the costs of 10,000 brochures that have been printed with a serious translation error?

As experienced professionals, we offer a full range of language services from a single source. This "one-stop shopping" approach makes your job a lot easier. Especially when you want something adapted into several different languages or need support to meet a tight deadline. We work with dedicated teams who are familiar with your company's projects and are also available at night or on weekends.

Text International gives you one point of contact for all your language needs.