

CASE STUDY

Website contents translation from Italian to Simplified Chinese for clothes

About the project:

It is a long-term series of projects for translation / transcreation of Italian to Simplified Chinese from an Italian company named Y which is the world's leading online lifestyle store for fashion, design & art. It is one of our VIP customers and can offer us more than 100,000 US Dollars every year. We have received tasks from them for translations from Italian to Simplified Chinese, English to Simplified Chinese, English to Traditional Chinese and Simplified Chinese to English. We built cooperation with them from January, 2014.

Details of the project:

1. Service/Procedures: TEP (Translation by the first linguist, Reviewed by the second linguist and proofread by the third linguist);
2. Language pair: Italian to Simplified Chinese (Mandarin)
3. Words count: about 800-1,500 words per day (Daily project)
4. Deadline: Two business days for 800-1,500 words
5. CAT Tool: Trados studio with online TM
6. Delivery format: submit online
6. Area/Industry: Clothing
7. Instructions: Transcreation and easy to read for Chinese reader.

Challenges:

1. Customer has a particularly high quality requirement. Some marketing parts should be transcreated. Client can't accept translation word by word.
2. TM is live updated and we need to keep the Internet with a high speed and being stable.

Our solution:

1. Internet: Special Internet channel for this project.
2. Resources: For this kind of long-term series of projects, we arrange fixed team services: same sales, Project Manager and linguists. For linguists, we plan two teams. Team A is for regular jobs and Team B is for backup which can confirm this daily project going smoothly.
3. Translator handles translation according to client's website and Glossary. When there is new term, translator add it into Glossary. Verify of Trados should be run after translation and correction will be done if necessary by translator. If any question, translator will fill them in Query Form.
4. Project Manager runs QA with X-bench and then send translated documents and QA Form together to reviewer. Query Form is sent to customer for checking by Sales and reverted to translator if any answers come.
5. Reviewer check translation compared with source and revise with tracking if needed.
6. Project Manager copies a version of tracking file and accepts all changes, then runs QA with X-bench for the second time. QA Form 2 is sent to proofreader together with documents. Project Manager reminds proofreader to verify translation in Trados firstly, then solve all problems in QA Form, finally, check contents line by line.
7. After proofreading, cleaned target contents are sent to the forth linguist to polish Chinese expressions and make translation localization without translation trace.
8. Project Manager goes through to handle final check and then uploads OK contents onto customer's server.

ABOUT CCJK:

CCJK Technologies, Co., Ltd. is a provider of translation and localization services with 19-year experience in global localization industry. It was certified by ISO 9001:2008, EN15038 and is the member of ATA, Proz and TAC (Translators Association of China).

Our advantages:

1. Good reputation on Proz (Scores 4.9 with 48 entries): <http://www.proz.com/blueboard/5490>
2. Competitive price with high quality,
3. A global network of native professional translators and project managers, available 24/7 to ensure textual fluency and timely delivery.
4. CAT Tools: Trados, SDLX, MemoQ, Memsource, Across, Wordfast, Transit, XTM, Smartcat, Smartling, Passolo, Catalyst etc.

Services we offer:

- 1) Language Translation
- 2) Localization (Software / Website / Mobile Apps)
- 3) Interpretation
- 4) Transcription
- 5) Voiceover and Dubbing

CASE STUDY

- 6) Subtitling
- 7) Writing
- 8) Website development / Web design
- 9) Data collection

If you have any translation order from Italian to Simplified Chinese (Mandarin), please feel free to contact me at [emma.xiang@ccjk.com] or call me at +86 135 0745 8366. We offer you service by team (Project Manager and Sales) and are available 7/24.