

CASE STUDY

A leading life sciences company needed to make content available in multiple languages almost instantaneously via machine translation. Here's how we helped them do it.

Our mission is to provide high quality innovative language solutions to our customers while being the best employer and most respected business partner in the localization industry.



THE SITUATION

Our client is a market leader in the fields of life sciences, diagnostics, and applied chemical markets. They provide laboratories around the globe with instruments, services, consumables, applications, and expertise, all of which help customers get the insights they need. Their business depends on their ability to make content available in multiple languages almost instantaneously.

THE CHALLENGE

The client has a large community of service engineers and customers in multiple countries. Not all of them speak English, but all informational materials on the client's community portal are in English. Because the portal had proven to be such a useful platform, an "on-the-fly" translation service was paramount.

The client's ideal solution needed to use the best-performing machine translation engines per language pair while offering most of the languages from web traffic as measured by Google Analytics and providing a way to measure which languages were used for translation and how often.

Being able to report on quality output for the top languages was crucial, so our team decided to use the Argos Annotation Service to evaluate the "raw MT" output on a quarterly basis, picking the top visited pages and annotating the MT results for the most used languages. The results from the annotation tasks would then be used to improve the MT results coming from customized MT engines. This solution also had to pass muster with the client's legal and IT security departments and be easy to embed in the client's website without slowing loading speeds.

THE RESULTS

The machine translation (MT) solution that we put in place with a third-party technology partner helped the client's service engineers read a massive amount of community portal content that would not have been possible to translate into all the necessary languages with standard human translation processes. This allowed them to share their knowledge farther and wider than ever before.

Implementation was as simple as adding a small snippet to the client's website code. It works in a similar way to the discontinued Google Translate widget or the translate feature available in Google Chrome, but it connects to a special proxy service that provides automated and secure MT translations. A community user doesn't need to install anything – the community portal offers a simple interface to select the desired target language for the page, with an option to quickly go back to the original English view.

The solution allowed the client to meet data security requirements, gave them the chance to use different MT engines for different language pairs, and established a strong partnership between our linguistic experts and the client's technical experts. Constant communication via emails and weekly calls regarding technical aspects and quality assurance were key, and both the flexibility of the solution and the "can do" attitude of our team made positive impressions on the client.

After integration, there was a brief test period during which we worked closely with the team to fix any issues found. The client's online community took an immediate interest in the solution, and a jump in activity was noted. Metrics are currently being gathered to see how the solution's use might change, and comprehensive feedback will be provided to all stakeholders.

While they're pleased with the solution we've provided as well as with the collaborative working process we established, the client doesn't want to rest on their laurels. They're already working on implementing the results from the annotation tasks in the process of customizing domain-specific MT engines. Closing this information loop will improve the quality of the output text.

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