

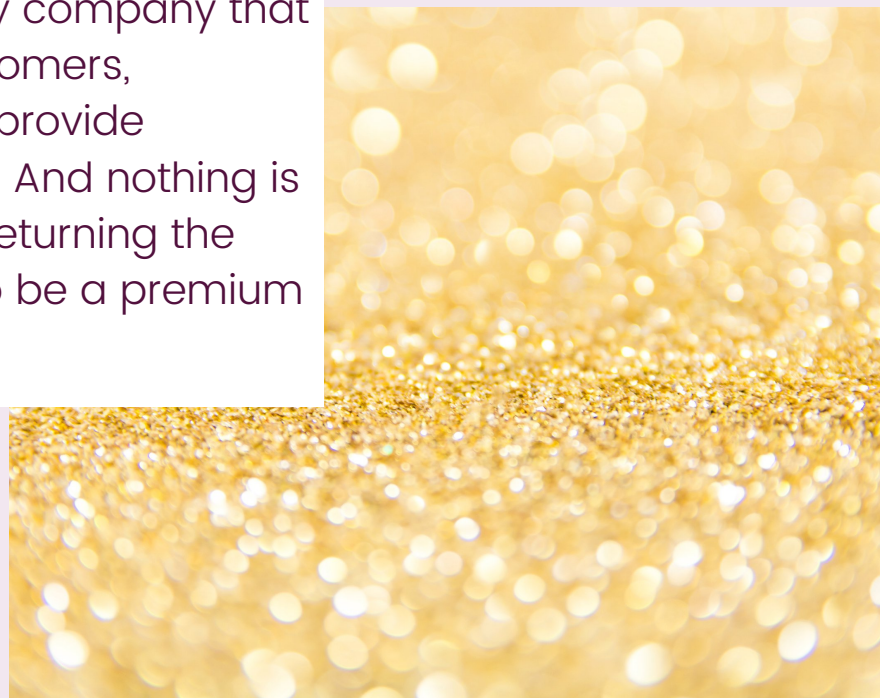
How to be an exceptional client

By Miranda Bernier, Certified Translator and Transcript Employee

PREMIUM CLIENT GUIDE

Five practical tips for your translation requests

It's a known fact: There's no such thing as perfection... but we can come close. Like any company that cares about its customers, Transcript wants to provide outstanding service. And nothing is stopping you from returning the favour. Learn how to be a premium client.



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1. Allow time for the translation

This might seem obvious, but we cannot translate a document in a snap. A few days should be enough for a relatively short text, while a longer document with many pages could take about a week. On average, it takes about an hour to translate 250 words into French, but also keep the following in mind:

- **A translator receives several texts per day – not only yours.** If you can allow some extra time, it would be much appreciated.
- **Project management can also take up some time.** We need to evaluate the job, produce a quote, wait for approval, ask questions about the text to be translated, do some formatting, and handle other details.
- **Revision step required.** The translator focuses on the message, the language transfer and the tone, while the revisor reviews the entire text. A second set of eyes can always improve the final product. A bilingual revision (English-French comparison and correction) takes an hour for about 1,000 words, while copy editing (grammar and spelling correction) takes an hour for about 1,500 words.
- **Technical documents require more time.** In other words, the more complex the text, the more intense and lengthy research required.

Tip: Give yourself some leeway when setting deadlines. It will be less stressful in the event of any snags.



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2. Reply to the translator promptly

If you drafted the document yourself, no one knows the subject matter better than you, so you're the ideal resource person. Remember: When you've been staring at a document for too long, you can no longer see the mistakes. A translator looks at your document with fresh eyes and can find passages that sound ambiguous. The translator might ask for some clarification or to confirm your preferences. The quicker you get back to the translator, the quicker you'll receive your translation.



3. Provide all the relevant information from the outset

Before submitting your request, make sure to provide all the key information.

Hyperlinks

Make sure the hyperlinks are there and they work. Consider adding the French version of the hyperlink as a comment in the document, especially for an intranet page, which the translator cannot access. Be sure to mention if there is no equivalent French page.

Images

If you have already had an image translated, include it with your translation request. It would be easier for the translator to ensure consistency. If an image needs to be translated, you can include an editable version or provide an English–French, double-column table for translation.

Videos

If subtitles need to be translated, think about including the link to the original video so that the translator can see the final result and get some context. Remember that any text that appears in the video will also need to be translated.

Type of publication

- Who is the target audience? Is the document intended for professionals or just your average person?
- What platform will be used (LinkedIn, website, corporate intranet, Twitter, Facebook)?
- What type of document is it (technical, administrative, financial, legal, marketing)?

It's essential to specify anything that could influence the translation. Should we use an informal casual tone to address a younger audience (i.e. use of the familiar “tu”), or a more formal tone in other cases (i.e. using “vous” form)? Remember character limits, or else we might have to start again from scratch. Twitter allows 280 characters, for example. Be proactive and shorten your posts/tweets as much as possible.

Did you know?

A text translated from English to French is about **15–20% longer**. It's known as the **expansion factor**. While the English simply tacks on extra words, the French often uses many prepositions and modifiers.

So if you proudly send in a tweet that has exactly 280 characters, the translator could end up pulling their hair out!



4. Read over your text before sending it in for translation

It stands to reason that sometimes you're short on time and feel the need to send in your draft for translation. In such case, just take a few minutes to correct any typos. Pay special attention to referring pronouns, spelling, plural or singular form and punctuation. They may only be a few characters but could mislead the translator.

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5. Always work with the same translation provider or certified freelance translator

Take the time to shop around for your translator or translation firm. There are many advantages to using the services of a single company:

- The company knows you better so it will handle your requests more quickly.
- The translations are more standard and consistent.
- The company gains experience as you send in more documents for translation, which means you might avoid getting a lot of questions.

In addition, certification shows that the translation firm is committed to the recognition of its profession. There are also many benefits. To learn more, read about it on the Ordre des traducteurs, interprètes et terminologues agréés site: <https://ottiaq.org/en/general-public/advantages-of-working-with-a-certified-professional/>



Looking for a translation firm that will exceed your expectations?
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