

# **THE BENEFITS OF TERMINOLOGY**

## **A GUIDE FOR LANGUAGE LOVERS**

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# BENEFICIARIES



**Experts** who write original documents and are able to “speak” the same technical language.

**Translators** who benefit from translating documents with consistent terminology and are able to translate the terminology using terms that are also consistent

**Clients** who save time and money because there are less corrections to the documentation and have their product out to the market on time. They also make sure their documents are accurate and have less risk to liability issues.

**End-users** who are able to understand the documentation without confusion

# TERMINOLOGY AND QUALITY

Using a wrong, inaccurate, or inconsistent term

- makes it hard to understand a text,
- might give the client a negative image of the product or service offered,
- could create misunderstandings and communication problems.

When a document is written with consistent and accurate terminology, it is easier to **understand** it and, therefore, it allows the translator to complete his/her work **faster** and offer a **high-quality** product.

Having a **glossary** that has been **validated** by the client prior to translation, avoids wasting time in **additional research** and makes sure that the terminology used is consistent.



# TERMINOLOGY AND TIME SAVINGS

Doing terminology work saves time by

giving writers and translators more time to use that time to complete other tasks,

avoiding duplicate work, especially when you are working with a team of translators.

Terminology research and validation requires a lot of time, but it will save you time in the long run.

# TERMINOLOGY AND RETURN ON INVESTMENT (ROI)



In simple terms, the ROI is a formula that measures the **profitability** of an investment by which we **divide** the **benefit** (also called return or net gain) by the **cost** of the investment.

In other words, it gives an estimation of the **potential benefits** that the investment could bring. If the result of the ROI is **positive**, then the investment can be made; if it's **negative**, then the company should not invest.

The cost of not managing terminology is a lot **higher** than managing it.

# TERMINOLOGY AND RETURN ON INVESTMENT (ROI)



## Challenges

Decision-makers have a hard time understanding the benefits of terminology in terms of **quality** and **savings**.

Arguing for terminology work might be challenging since accurate cost-benefit calculations for terminology work cannot be made in **advance**, and some of the benefits of terminology work are not directly **measurable**.

The **initial cost** of terminology work is relatively high, and the benefits are **not immediately visible**.

If you don't have experience, the best route is to look for an **specialist**, particularly if you are doing this for a large company, to make sure you understand all the elements involved and avoid complications.

**More studies** are needed to calculate the exact cost of terminology management.



# TERMINOLOGY AND COST SAVINGS

A properly prepared glossary can save translators as much as **20 percent** of the translation time necessary to perform research, cutting down significantly on the translation period.

Philips estimates that managing corporate terminology centrally could reduce their translation costs by more than **15 percent**.

It can be assumed that, through the harmonization and standardization of the terminology (and phrasing) in the source texts, about **20 percent** of the initial translation costs can be saved.



# TERMINOLOGY AND COST SAVINGS

When localizing an application, of the strings which consisted of about 20% technical terms, about **32% time savings** were achieved, since a terminology database containing about 70% of the technical terms to be translated was available at that point.

When using a content management system (designed at supporting technical writing processes by means of the reuse of text modules), in combination with a professionally managed terminology database, the costs for producing technical texts can be reduced by about **5%**.

A terminology database featuring a critical mass of representative terms covering all areas and languages relevant to the intended users) and made available to an organization's staff members, can lead to savings of up to **9-10 minutes** per staff member and successful term search.



# TERMINOLOGY AND COST SAVINGS

In the automotive industry, General Motors carried out a study that showed that **47%** of translation errors are “wrong terms” and that investing in terminology provides the most effective ‘bang for the buck.

“The modification of a term after translation can consume up to one person day of work and cost **480 euros or more**”

**40% of time** required for text production is terminology work.

Between **30% and 70%** of errors in technical documentation are terminology errors.



# TERMINOLOGY AND COST SAVINGS

- Terminology research is required for 4% to 6% of all words in a text.
- Experienced translators spend about **20% to 25%** of their work on terminology activities. For a new translator, this percentage might be as high as **40% to 60%**.
- Lack of a database reduces productivity by **10% to 30%**.
- This is fairly close to the **15% to 20%** range already determined. Some said productivity could be reduced by 100%. The work would take twice as long.

## 2009 TEKOM\* STUDY ON COST SAVINGS:

- 5 percent saving on translations
- More 100 percent-matches of translations leads to about 10 percent of cost reductions
- About 10 percent work saving
- About 50 percent less translation workload
- Estimated 30 percent cost saving per year
- Possibly 20 – 30 percent cost reduction including translation
- Between 5 – 20 percent cost reduction at further editing and translation
- About 25 percent cost reduction in the area of maintenance
- Reduction of error rate and therefore about 5 percent less workload at the service and hotline
- About 50 percent time saving
- 25 – 33 percent time saving
- About 60 percent less inquiries by translators
- 80 percent less complaints regarding translations

# BENEFITS



*Managing a consistent and comprehensive terminology ensures successful and efficient communication within the corporation as well as between the corporation and its customers worldwide.*

- Better internal and external communication, less misunderstandings, less complaints
- Better customer experience
- Easier adaptation of products and services to global markets
- Time-to-market delivery of global content
- Legal and standards compliance
- Brand consistency
- Enhanced content quality
- Decrease of the cost for translation and localisation services
- Increase in efficiency and error reduction
- Increase of the value of the brand

# BENEFITS



*Managing corporate terminology provides benefits to the bottom line, to customer relations and the overall image of an organization.*

- **Reducing costs and time to market:** Information can be reused and retrieved; less time is spent searching for correct terms, definitions and equivalents, hence increasing their efficiency; errors are reduced, which in turn reduces the cost of revising and reprinting documents and helps shorten time to market.
- **Improving quality:** Quality of products and corporate documents is improved, which in turn increases the usability of products and thereby customer satisfaction which could lead to increased market share.

# BENEFITS



- **Strengthening brands and protecting intellectual property:** Successful brands create a positive impression through positive customer experience, which in turn leads to customer loyalty. High-quality documents are a key contributor, and terminology contributes considerably to the success of corporate brands through clear and successful communication.
- **Preserving know-how:** With every specialist who leaves the company, a portion of knowledge is lost. This know-how can be retained if it is stored in a termbase. Human Resources and senior employees can use termbases (when available) to explain basic concepts to new employees, thus making sure that continuity of knowledge is preserved.

# SOURCES

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