LIONBRIDGE WHITE PAPER

High Volume, Short Turnaround

Making Translation Work in Retail

AT A GLANCE

Translation in retail is unique for its high volume of small projects, short turnaround time, competitive pressure, and need for confidentiality. In some cases, retailers also face the regulatory requirement to translate. Managers responsible for balancing quality, turnaround, and cost can use this paper to examine their own translation processes and improve them.

EXECUTIVE SUMMARY

When product managers and marketing managers in retail need content in foreign languages, they find precious little time to devote to the translation function.

Translation in retail often means high volume and short turnaround, and these factors drive cost and quality as well. It is difficult enough to deliver packaging, brochures, signage, and point-of-sale materials in the original language for hundreds of products per month, let alone deliver quality translations on time and within budget.

What else figures in the translation landscape of retail? How do retailers fit translation in? What role can technology play in the translation effort? Managers responsible for balancing quality, turnaround, and cost can use this paper to examine their own translation processes and improve them.

MAIN MESSAGES

- Retail managers responsible for translation often work under the constant pressure of small but high-volume projects.
- The fast pace leaves little time to implement new practices for handling the volume, but these practices could lead to the higher quality of translation that consumers and government bodies require.
- The combination of process and technology can relieve much of the pressure on the translation function.