3 Perspectives on Fixing the Gaps

At the TAUS Industry Leaders Forum on 25-26 June, more than fifty thought leaders gathered at the Grand America Hotel in Salt Lake City with one objective in mind: to define the steps for improving the global content industry ecosystem and making it ready for emerging technologies and the changes to come.

Buyers

Knowledge Gap
Roles and skills: cross-pollination between teams and translators with technical skills. New roles: Global content performance data analyst, Technical trainer, Cultural awareness officer and/or corporate anthropologist
Performance expectations: give up "quality" and define expectations instead. More result-focused
Talent acquisition: hire from the product side and buying from the crowd.
Pricing: elastic pricing model - the word stays, the price varies based on expectations and time.
Other elements: interoperability, common requirement metrics and API standards.

Operational Gap
Process: customer-centric process needs to be the end game.
Innovation: when do you need it?
Quality: standardized quality approach, integrated and flexible, with a clear hierarchy and dimensions that focus on the criteria level.
Correlation: shared quality paradigm among buyers

Data Gap
Open source or for-profit data marketplace?
Which data is relevant? Language data for training models and metadata for adding another layer to the algorithms. Non-language data like translator data or business data.
Cost, quality and data provenance
Other relevant actions: identify scarce language pairs and specific data problems and develop best practices, more data available to universities

Language Service Providers

Knowledge Gap
Hiring strategic thinkers to support the multidimensional mass customization
In a continuous improvement cycle, the regular learning curve is interrupted and hastened, which needs to be taken into consideration when developing training materials.
Rebuild trust by using new tools and channels to recruit talents for clients.

Operational Gap
Alignment between service provider and clients KPIs is key
There should be a set of standard success measurements for providers.
Human LQA for MT is cumbersome and costly, so what about running MT through A/B testing instead.
There is still a strong cultural resistance to re-thinking the whole process among the providers.
Opportunity to design new metrics for translation and source content profiling.

Data Gap
Start by logging your quality and TM data, you can analyze it later
Establishing the measurements for and measuring customer satisfaction is imperative.
Having a feedback loop between linguists and production team is a must

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