

Ties between technology and language-based business development

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About us

- **Founded (2014)** as an academic proofreading service for authors in Poland
- **Introduced translations (2015)** – focussed on translators who are native speakers of the target language (mainly non-Polish).
- **Core philosophy** is to provide high-quality end texts (publication quality)
- **The ‘e’** symbolises the online symbol (@) and our virtual office

Solutions for LSPs

- Often have military background
- Designed to automate processes
- Corporate Cloud, mailing systems, CRM, CAT

Corporate cloud

- Business Cloud – virtual office, cooperating on preparing offers, entries, posts
- Google Hangouts – means of communication in a virtual team, alternative contact with native speakers
- Access from any place, immediate display of changes and progress

Mailing system

- Assigns each email to a particular employee
- Alerts about unanswered emails
- After closing the thread, messages are archived
- Enforces timely response

CRM (Customer Relation Management)

- Automation in quoting
- Customer profiles and record of past jobs
- Suggested translators/proofreaders with estimated quotes and deadlines
- Communication with native speakers and customers
- Simplified invoicing process
- Protected personal data

CAT (computer- assisted translation) software

- Ability to control progress in projects
- Insight into customer-approved or previously selected terminology
- Dividing a task among several native speakers
- Retain source formatting
- Smartcat – economical, easy to use, cloud-based, compatible, scalable

CAT: an overview in Poland

- More and more projects are carried out in CAT (even 95% for some customers)
- Higher education in Poland does not teach how to use those tools – only 7 out of 59 facilities offer CAT courses to their students
- The problem lies in the outdated programme AND staff – according to Shuping Yao (iJET, 2017), lecturers are not familiar with the tool
- As a result, there are many sceptics as well as talented translators who struggle on the labour market

Other useful tools

- Calendars and work planners
- Invoicing/bank apps
- Pay calculators
- Conference call apps
- Project/customer panels
- QA software
- AT engines
- Marketplaces

Conclusions

- Technology helps to both manage the company and improve quality
- Faster quoting and turnaround
- Less paperwork, more efficient activity
- Possibility of avoiding the constraints of office hours or a particular location
- Employees and native speakers assessed on their skills
- **Economical (or free) solutions available for BOTH individuals and startups**

Thank you
for your
attention

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