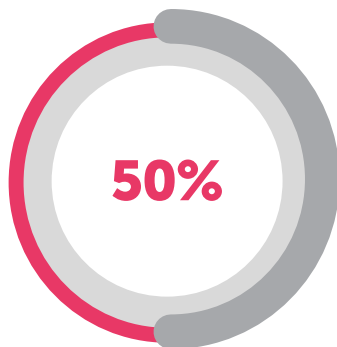




Real-time user experience QA

Navigating the complexities of international e-commerce, Alpha CRC collaborates with clients to enhance translation accuracy and user experience, fostering greater trust in their brands. By integrating human expertise with automated tools, they ensure that live site translations are user-friendly and precise, ultimately boosting conversion rates and customer satisfaction.

Metrics



Reduced machine translation errors by 50% year-on-year

Tools



Outcomes



- **Improved** customer experience
- **Aligned** machine translation updates with business and operational teams
- **Refined** machine translation quality output

Use Case description

Alpha CRC tackles translation issues in collaboration with clients to improve user experience and trust in the brand.

Our linguists carefully evaluate translations on the client's live site, taking user-friendliness and accuracy into account. All issues are ported through LQA tools such as Jira.

This feedback loop enhances the client's machine translation system and glossaries, ensuring that updates are prioritised according to business needs and linguistic relevance.

The UXQA process results in improved user experiences and smoother services to global customers, with ongoing monitoring to gauge improvements in conversion rates post-update.



Controlling your MT output

Challenge



Customers of international commercial websites find it difficult to access reliable product information, and to find the exact items they are looking for due to poor machine translation output. This has damaging impacts on conversion rates. The challenge was therefore to create a QA process that would evaluate live machine translation output in context.

Solution



Alpha CRC introduced a process that blended human expertise with automations to deliver high quality QA quickly and cost-effectively.

Linguists examine live content from the user perspective, focusing on readability, grammar, content accuracy and brand consistency. They then provide scores, feedback, and report major issues on Jira, which helps client operational teams to identify necessary updates, refine machine translation output and update multilingual glossaries.