

Finding the right translation partner for your brand

Millions of potential customers are ready to hear sales messages in their local language. What slice of the pie could be yours?

This checklist will help you shortlist translation providers who have the skills to deliver:



CHECKLIST

Comtec
Your translation partner

Quality standards

Have they committed to quality by investing in the most relevant ISO standards?

ISO 9001:2015 (the Quality Management Standard) and ISO 17100:2015 (the Translation Management Standard) demonstrate that they have quality assurance processes in place and translation excellence is at the heart of what they do. Organisations with these standards will have properly managed processes and procedures and will regularly gather and act upon customer feedback.



Services

Does the provider have a track record of delivering effective marketing translations?

Many translation providers, and freelance linguists, specialise in a specific type of translation service. Your organisation's requirements will grow as you build your brand internationally. Now's the time to find a translation partner that can grow with your organisation and support you with a wide range of services, such as the translation of HR and L&D content. They will get to know your brand, company-specific terminology and your workflows allowing them to deliver a faster and more accurate service.



Industry Expertise

Does the provider have experience of your sector, customer avatars, industry terminology and culture?

A provider with industry expertise will have a better understanding of how to localise your content effectively.

Please ask!

Technology

Will you be able to benefit from their use of technology?

Partner with a translation service provider that is investing in translation technology as they'll deliver a more efficient service while still retaining a high standard of quality. Tools such as Translation Memories increase the consistency and accuracy of your localised content, saving you time and money.



Languages

Do they have the potential to deliver services in multiple languages?

You may only need a few languages now, but what about in the future? Partnering with a translation provider that can provide multiple language services as your organisation grows globally will save you time and money in the long run.



200+

Linguist selection process

Will they hand-pick linguists who are the right fit for your project?

Ask about their selection process including qualifications and ask if you can see CVs.



Values

Do you feel that you'd work well together?

Alignment between your organisation's values and the service provider helps everyone get off to a good start. Over time, your translation team should become an extension of your own team, so synergy and shared values really help.

Let's find out!

Need further help?



Download our latest guide, [Kick-start your](#)

[Global Growth](#) for more information on how to maximise your translation strategy.

We've helped companies worldwide increase the effectiveness of their marketing materials and achieve a high ROI on translation projects. Now we've distilled our experience into a new guide to help you get started.



Or why not book a discovery call with us to talk

through your plans and find out more about how we can help? [Click here to book a call.](#)

We'd be delighted to talk through your global expansion plans in more detail and identify where investment in translations can improve sales performance overseas.