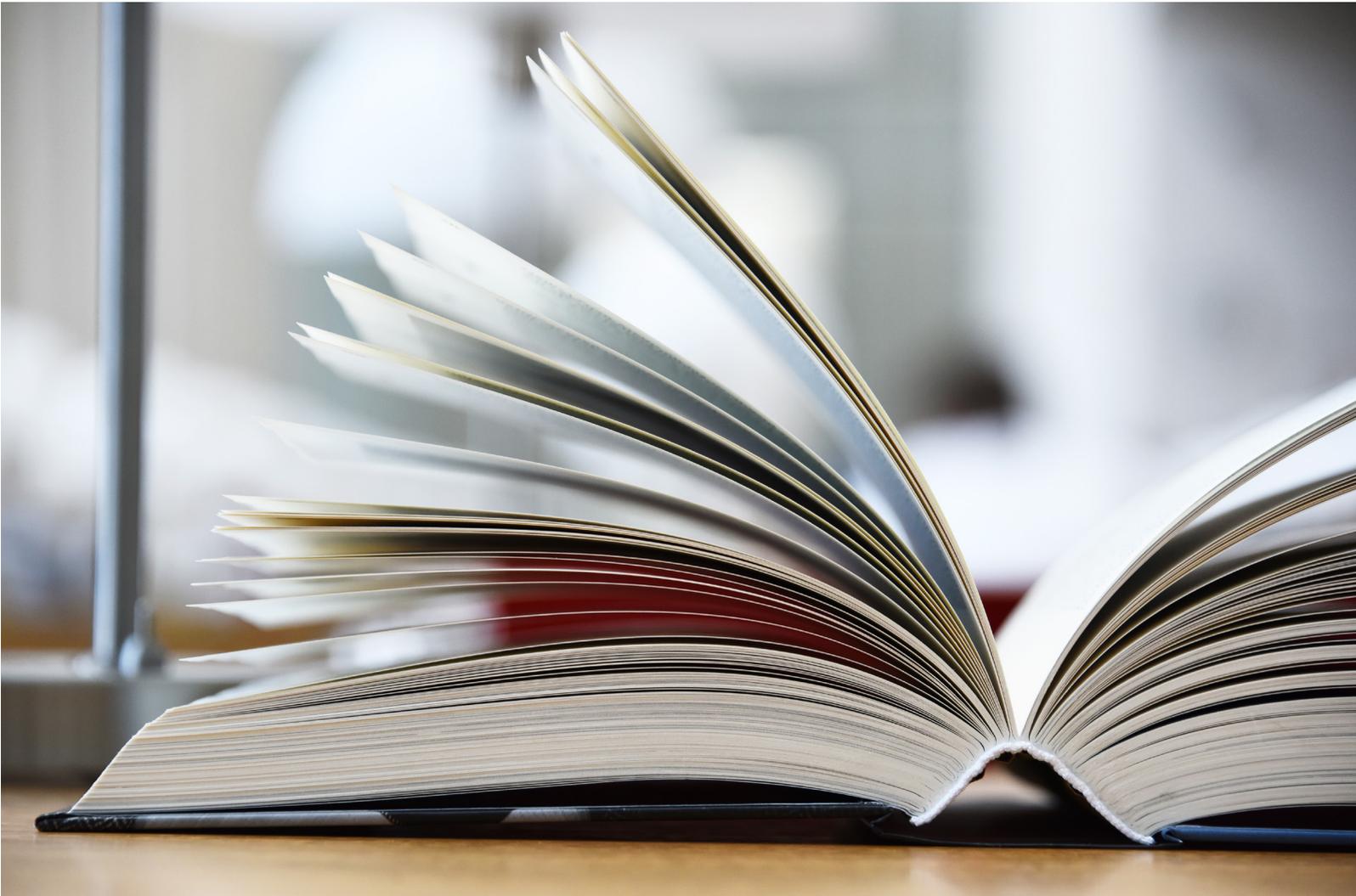**milengo**

Terminology Benefits

Six key areas where businesses can see real benefits from investing in terminology services

Many companies that require professional translation and localization services ask themselves whether spending money on terminology brings a real return on investment. It's often unclear what the real benefits are and whether budgets would be better allocated to the translation of content alone.

Investing in terminology services can, in fact, bring real, palpable benefits. We've put together six key talking points to demonstrate the advantages of having a terminology database in place for your organization.

Are high-quality translations critical for your company?

Accuracy and consistency are both integral components of high-quality translations. Especially for large localization requirements involving hundreds of thousands of source words and teams of multiple linguists per target language, having a terminology database in place to complement CAT tool functions such as translation memory and automated quality assurance checks will help to ensure consistent, accurate translations.

For companies with a luxury or premium brand that needs to be reflected in the quality of translations, terminology can bring particular benefits, as it gives you greater control over the key language related to your business.

Do you use highly specialized industry language in your content?

Implementing correct terminology is crucial for highly technical industries. Inaccurate translations could lead to a customer not correctly understanding or improperly using a product. This can have an extremely costly impact on your business. Moreover, if your technicians are using specific terminology when dealing with customers, developing terminology together with them will ensure that it is applied correctly in other customer-facing instances, such as website and marketing content.

Defining and agreeing upon the correct terminology for your industry and products, through collaboration between your in-country experts and your translation partner's terminology managers, will ensure that it is strictly applied throughout all translations.

Should your translation process be as cost-effective as possible?

Employing terminology will increase linguist productivity and ease client review workflows, especially on heavily technical documents, maximizing the overall efficiency of the translation process. With the terminology databases available directly within the translation tool, linguists can easily apply the approved terms in their work, thereby eliminating time-consuming research, and mark new term candidates and their corresponding translation for future inclusion in the glossary. Client reviewers are also able to focus on making cosmetic adjustments to the text rather than spending lengthy amounts of time fixing incorrect terminology.

Is consistent brand messaging across all content types a key concern?

For large organizations, with numerous products or services, including the related naming and language in a glossary can ensure that messaging remains consistent within and throughout all content, such as documentation, manuals, websites, software applications and marketing collateral.

The terminology related to your products or services is part of your brand and should be protected on a global level.

Do your translations need to be optimized for web traffic?

Consistent application of terminology on your website will have a positive effect on visitor experience and retention. Maintaining consistency between this terminology and your target keywords will also benefit your business in terms of search relevance for potential customers. Investing in terminology and implementing it effectively is a helpful step towards optimizing your site and reinforcing your brand reputation in global markets.

Does your corporate language need to be unified across regions and departments?

For companies with a global presence and departments around the world requesting translations, a unified terminology database ensures that everything remains consistent. When operating in silos, with individual glossaries maintained independently, the level of effectiveness can vary greatly from language to language. With a centralized terminology database and management solution, your corporate language is more effectively handled across target markets.

→ If you would like to learn more about our terminology services or speak to one of our terminology managers, please contact us at sales@milengo.com

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