Customization options for language pairs without English

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Online comparison

CONTENT AND SEO
Insurance, mortgages, consumer finance & more

1
IN SWITZERLAND

4
USER LANGUAGES

70%
NON-ENGLISH PAIRS
Translations at Comparis

Machine translation post-editing

- de-CH
  - fr-CH
  - en-UK
  - it-CH

99% NOT FROM ENGLISH
70% NON-ENGLISH PAIRS
Translations at Comparis

Why does generic MT fail?

Comparis domains

Insurance, mortgages, consumer finance...

Swiss target locales

fr-CH, it-CH...

Terminology, price formatting, formality
Choosing the right MT engine

Custom Machine Translation is often not supported for non-English pairs

Google, Microsoft, DeepL...

Quality ↓ Post-Editing Effort ↑
### Why ModernMT?

<table>
<thead>
<tr>
<th>Feature</th>
<th>Google</th>
<th>Microsoft</th>
<th>DeepL</th>
<th>ModernMT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Customizable with parallel data</td>
<td>✔</td>
<td>✔</td>
<td>❌</td>
<td>✔</td>
</tr>
<tr>
<td>Support for non-English language pairs</td>
<td>❌</td>
<td>❌</td>
<td>❌</td>
<td>✔</td>
</tr>
<tr>
<td>Adaptive + HITL</td>
<td>❌</td>
<td>❌</td>
<td>❌</td>
<td>✔</td>
</tr>
<tr>
<td>Easy to train</td>
<td>❌</td>
<td>❌</td>
<td>✔</td>
<td>✔</td>
</tr>
</tbody>
</table>

➢ also cheaper than DeepL and Google AutoML
1. Customization

2. Quality ↑

3. Post-editing effort ↓
Initial quality evaluation

ModelFront analysis between generic DeepL, generic GT, customized ModernMT with one year of our in-house translations (2020)
# TMS and Integrations

<table>
<thead>
<tr>
<th></th>
<th>RWS</th>
<th>Lokalise</th>
<th>Crowdin</th>
<th>XTM</th>
</tr>
</thead>
<tbody>
<tr>
<td>ModernMT integration</td>
<td>✔</td>
<td>no custom MT at all</td>
<td>✔</td>
<td>via Intento</td>
</tr>
<tr>
<td>Jira integration</td>
<td>❌</td>
<td>±</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Terminology workflow</td>
<td>❌</td>
<td>❌</td>
<td>❌</td>
<td>✔</td>
</tr>
<tr>
<td>TM management</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
</tbody>
</table>
Initial results

We launched post-editing in February 2022.

4 SERVICE TIERS
Transcreation, HT, FPE, LPE

+30% PRODUCTIVITY INCREASE

0 QUALITY CHANGE
Next challenges

➢ Monitor final quality
  ○ Human evaluation

➢ Monitor post-editing effort
  ○ By engine version, service tier

➢ Predict post-editing effort
  ○ Quality estimation for PI planning

➢ Filter training data
  ○ Adaptive - live customisation requires live filtering
  ○ High service tier to low service tier only

➢ Improve TMS integration

➢ Monitor value
  ○ SEO signals (engagement, conversion...) → Service tier
Danke vielmol
Merci
Grazie
Grazia fitsch
Thank you

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