



# FC Operations

Email 1: (XXX words)

Subject #1: Is poor translation ruining your employee's training experience? 😭

Subject #2: Interested in speeding up your translation process without sacrificing quality? 🤔

Preview line: (depends on the tool we choose)

Hello \_\_\_\_\_,

We understand the pressure your team is under to keep delivering high-quality, compliant and up-to-date global FC training content. The stakes are high, and every delay or error can impact your operations. We see firsthand how machine-translated content can fall short.

You're using machine translation (MT) because you have to, but those MT errors are a sinkhole when you are trying to train employees accurately and avoid compliance issues! Yet, it takes time and budget to have a pro editor review the MT output to get the quality to the levels you need. (And you do not have endless time and budget).

So, how do you spend less money on PE and get better content? You need improved post-editing processes that allow you to skip well-translated content, automate some of the checks, and edit the rest quickly. Quick, cost-effective, giving you the quality you need.

If your current program isn't getting you those results, here are a couple of things to think about:

1. Do your post-editors understand the types of errors the AWS MT engine produces and know how to fix them? Have they been properly trained?
2. Do they have the right level of knowledge to handle your subject matter?
3. Do they have the experience to do this work quickly?
4. Are they able to quickly identify what to review and what to pass on?
5. Are your TMs clean and of high quality?

These questions can help you identify the root of the problem, and from there, you can begin to take steps to fix them.

<insert first date CTA>

Food for thought. I'll send you another email in a couple of days with my ideas on a different approach.

Meanwhile, you can reply with any questions!

Name

Calendly Link

Position

Email 2: (XXX words)

Subject #1: Unsure how to cost-effectively fix errors in your MT content? 😞

Subject #2: Is your MT quality as good as it needs to be for your global employees?

Preview line: (depends on the tool we choose)

Hi \_\_\_\_\_,

We know that using machine translation (MT) is the only way for your team to translate huge volumes of training content at speed. Yet, we're hearing that the raw MT output isn't always up to par and that the current post-editing program doesn't catch all the issues.

A strategic and repeatable MT quality assurance and post-editing process will get you content that meets your schedule, cost, AND quality requirements. If you're not hitting those goals, then the culprit may be ineffective or incomplete post-editing processes.

Now, imagine a world where your machine translated content is consistently clear and 100% accurate, and users are getting the most out of your training content. Think of a world where your post-editing costs are controlled.

Here's how we'd suggest handling that:

- Translate your content with the AWS MT engine
- Automate the cleanup of common MT errors
- Separate the content that MUST BE reviewed from the content that can pass through as is
- Send the remainder to highly trained post-editors to edit to the quality level you need

(This approach of identifying and passing through content that is already ok can save you 50% in post-editing).

Does this intrigue you?

You can read more about how we do this here ([link](#)). We've got 10 years of experience building loc solutions for Amazon, and we think this approach will interest you.

Hit reply with any questions!

Name

Calendly Link

Position

### Email 3: (XXX words)

Subject 1: Is it time to shift your post-editing process to get higher-quality translations? 

Subject 2: How we help you save \$ and time in post-editing

Subject 3: Ready for faster, high-quality machine translations at a lower cost? Let's talk! 

Preview line: (depends on the tool we choose)

Hi \_\_\_\_\_,

We know balancing translation quality and speed is difficult. Throw cost management into the mix, and it can seem almost impossible. At Jonckers, we get that you need to control costs and still make sure that errors don't slip through, all while managing ever-changing training materials.

Are you interested in something that could cut your post-editing time and costs by up to 50% while getting you the quality you need?

Our proprietary approach, called [Jonckers Machine Translation Validation], cuts time and cost by flagging the content that is good, finding the content that must be reviewed, automating some QA, and assigning highly qualified post-editors to post-edit the rest. This way we make sure that only the problematic output goes to human review and that the end translations are of the quality you need. Our PEs already know your content – they're the ones we've been using on Amazon work for 10 years.

We are confident we can help your team improve the accuracy of your training content and reduce the need to worry about compliance issues.

If you're ready to hear more, you can click below on my Calendly link to set up a time for a quick 15-minute chat.

Cheers to better quality and lower costs!

Name

Calendly Link

Position