



AWS Alexa

Email 1: (XXX words)

Subject #1: Is cultural relevance at risk in your machine translations? 🌐

Subject #2: Is poor translation ruining your customers' user experience? 😞

Subject #3: Wish you could spend less on PE but get higher quality? 💰

Preview text: (this might be needed, depending on the tool)

Hello _____,

With Alexa quite literally a household name, we understand the pressure your team is under to make sure your standard translated content is culturally relevant. It's vital that machine-translated (MT) content connects with potential customers on a personal level. The problem is that MT doesn't always get this right; we know firsthand how poor translations can result in budget overruns and dismal user experience.

Yet, it takes time and budget to have a team of professional editors review the machine translated output to get the quality to the levels you need. (And we're guessing you don't have unlimited time and budget 😞).

So, how do you spend less money on post-editing (PE) and get better content? You need improved PE 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 some points to think about:

1. Do your post-editors understand the types of errors the _____ 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 content 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 alternative CTA here if needed>

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: Struggling to fix MT translations that aren't culturally aligned?

Subject #2: Unsure how to cost-effectively fix errors in your MT content? 🤔

Subject #3: Is your MT quality as culturally relevant as it needs to be for your users?

Preview line: (depends on the tool we choose)

Hi _____,

We know that using machine translation (MT) is the only way for your team to handle huge volumes of translation 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 few bad translations can frustrate and confuse your users when they lack the cultural relevance and human nuance needed to truly speak to your audience.

A strategic, repeatable MT quality assurance and post-editing process will get you content that meets quality requirements. And if you're not getting that quality, then ineffective or incomplete post-editing processes may be the culprit here.

Now, imagine a world where your translated content is consistently clear and 100% accurate and users are getting the most out of your technical 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 _____ MT engine
- Automate 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 and refine 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 [insert link].

We've got 10 years of experience building localization solutions for Amazon, and we genuinely think this approach will interest you.

Hit reply and let's discuss how we can help you maintain quality and consistency in your translations.

Cheers,

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 machine translation post-editing 

Hi _____,

We know the Alexa team always mandates speedy, high-quality translation at a reasonable cost. But, with the sheer volume of content to translate, using machine translation (MT) is a must. Yet, you've got to post-edit it, which drives up costs and takes time (and may not catch all the errors anyway).

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

At Jonckers, our proprietary [Machine Translation Validation service] 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 all problematic output goes to human review and that the end translations are of the quality you need. The post editing team we use already know your content – they're the ones we've been using on Amazon work for 10 years.

We are confident that we can help your team improve the accuracy of your training content and reduce the need for support calls.

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