



AWS Training and Content

Email 1: (259 words)

Subject #1: Is poor translation ruining your customers' user experience? 😞

Subject #2: Wish you could spend less on PE but get higher quality?

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

Hello _____,

We've been hearing that issues with poor quality AWS Training and Content translations are causing confusion for your customers and leading to expensive support calls.

Translation errors are a sinkhole for users trying to navigate your product! 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: (283 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 users?

Preview line: (depends on the tool we choose)

Hi _____,

We know that using MT is the only way for AWS Training and Content 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 and really spike those expensive customer support calls.

A strategic, repeatable MT QA and post-editing process will get you content that meets quality requirements. And if you're not getting that, 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 AWS 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 to the quality level you need

(This approach of identifying and passing through content that is already ok can save you 40% in post-editing).

Does this intrigue you?

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

Hit reply with any questions!

Cheers,

Name

Calendly Link

Position

Email 3: (227 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

Hi _____,

We know speedy translation at reasonable cost and high quality is always the mandate in AWS Training and Content. Yet, post-editing *all* your MT content is expensive! We get that you need to cut or control costs here and still make sure that errors don't slip through.

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

Our 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 all problematic output goes to human-review and that the end translations are of the quality you need. The PEs we use 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 for all those 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