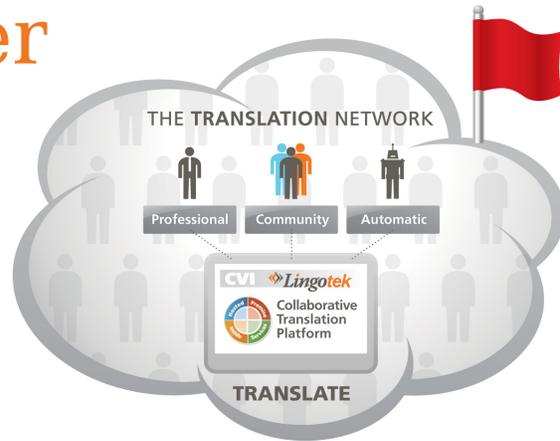# 3 Tips to Make Survey Translation Easier

With businesses growing internationally, market research and voice of customer surveys must be multilingual. Obtain more rapid, trusted, and cost-effective translation of your online surveys with the following simple tips.

1) Processes: Reuse Existing Survey Translations

Survey text – questions, answers, and especially demographic information – is frequently repeated throughout a single survey or even related surveys.

Save time and money by reusing existing translations for questions that are repeated in whole or in part.

Each translation can be stored for reuse in a database called a translation memory in Lingotek's Collaborative Translation Platform™. Translation reuse, in addition to built-in glossary management functionality, will also help maintain quality and consistency across multilingual surveys.

2) Technology: Use a Single File Format

Online survey platforms regularly store survey text in XML files. Don't waste time copying and pasting text between XML and other file formats for translation – that outdated method requires more work to reformat each translated survey.

Use a tool like Lingotek's Collaborative Translation Platform™ that works directly with XML and many other file formats, including various formats for printed surveys. The completed XML files can be uploaded directly into the survey platforms with all formatting from the English survey preserved effortlessly in each translated version. Alternatively, your online survey platform can be integrated directly with Lingotek via our API to make multilingual survey publishing even easier.

3) People: Simplify Language Reviews

Give your own survey language reviewers or clients access to survey translations in an online platform instead of juggling reviews via email, tracked changes, multiple file types, and multiple versions. Your trusted reviewers can log in directly to Lingotek's Collaborative Translation Platform™ to view and edit translations.

Revisions made online via Lingotek's platform automatically update your translation memory database so all subsequent surveys use the approved translations. Throughout the process, your managers can track progress via Lingotek's online dashboard.

For additional information on how Lingotek combines the right people, processes, and technology for your translation projects, read Lingotek's Professional Translation Services Overview, call us at +1.801.331.7777, or email services@lingotek.com.