The Vendor Satisfaction Survey and this report were prepared by Claudia Pinto, (Vendor Coordinator) with the assistance of Andrew Draheim (Manager). We would like to thank all the participants for their input.
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Introduction and Overview

In an ongoing effort to provide vendors with the best possible support, the Translation and Interpretation Unit (GSDTI) designed a survey seeking input from all our translation partners regarding the assistance we provide to them when a job is assigned, with a view to improving our teamwork.

During the past decade, the Bank has increased the volume of translations it outsources and will continue this trend; as a result, it needs to be a competitive buyer of translation services. In conducting this survey, the main objective of GSDTI was to find out from vendors what needs to be done to be the vendors’ buyer of choice and remain an attractive organization for localization resources worldwide.

Methodology

The survey was emailed to 125 active vendors, 109 of whom responded. Accordingly, we believe the results are very representative since the responses we received represent 87% of the vendors who received the questionnaire. The survey was also conducted anonymously, in order to encourage vendors to express themselves freely. Most of the vendors who responded are individuals who have been working regularly for GSDTI for many years.

The survey addressed the following topics: Terminology/Reference, Administrative Issues, Style Guide, Translation, Training and Translation Tools. The information presented here represents the comments of most of the vendors. A few isolated comments were not included because they were out of context or would jeopardize anonymity.

The results of the survey are as follows:
Terminology/Reference

1) Is the background material sent to you by the Library and Terminology (L&T) Team useful to you?

![Figure 1: Usefulness of background material](image)

Even though most of the vendors responded that the material received is useful (87%), a few vendors commented that the documents received from the L&T Team are often irrelevant to the translation. They requested that the context and related matters be more carefully taken into account, especially when the references quoted are not available as such.

2) Do you read or at least peruse the background material you receive from the L&T Team?

![Figure 2: Vendors who read background material](image)
3) Do you receive replies to your terminology/reference questions within a reasonable period of time?

![Pie chart showing 97% Yes and 3% No for terminology/reference response time](image)

*Figure 3: Terminology/reference response time reasonable?*

4) Would you prefer to receive background material and other relevant reference material only on an as-needed basis?

![Pie chart showing 45% Yes and 55% No for background material only on as-needed basis](image)

*Figure 4: Background material only on an as-needed basis*

Most of the vendors who provided comments said that when they receive the background material together with the job, it saves them a lot of time. Another reason why they prefer to receive background material early in the process is that some of them work at night and on weekends, when Bank staff are not available, which makes it impossible for them to get help. In addition, since they don’t know what background material is available, they prefer that we identify useful material and send it to them.
5) What other sources do you consult when you cannot get the information you need from our L&T Team?

Figure 5: Other terminology sources consulted

Other sources of information cited by the vendors were: their own glossaries and databases, UN Terminology Service, WTO, Termium, WB Glossary CD, JIAMCATT, local libraries, IBRD sources and Google searches.

Suggestions/comments regarding Terminology/Reference support

Many vendors would like to have online access to WB glossaries, terminology, and background documents, as they do in the case of other international organizations. They also requested that the quality of background material be better screened and expressed a preference for quality over quantity.
Administrative Issues

6) Are payments processed in a timely manner?

![Figure 6: Payments made in timely manner](chart)

7) Are all payment-related issues resolved within an acceptable period of time?

![Figure 7: Payment issues resolved](chart)
8) Do you have difficulty contacting the person responsible for payment issues?

![Figure 8: Contact person responsible for payment](image)

9) Does the rate paid to you by the Bank compare favorably with the rate paid to you by other organizations?

![Figure 9: Bank's rates compared to other organizations](image)

The information generated by the Translation Business Practice Survey, which was conducted in parallel with this survey, shows that most of the World Bank’s rates are within the upper middle level of the market. Some small adjustments can be considered on an individual basis for the following language combinations: English into French, English into Arabic, English into German and English into Portuguese. In those instances, the data show that while the World Bank rates are still well within the middle range, the rates for these language combinations are somewhat lower than those of other organizations. It must be noted that the difference between these rates and those paid by the Bank could be due to the current fluctuation of the Euro in relation to the dollar. On the other hand, according to the responses of vendors, the majority of whom chose “Somewhat” (Figure 9), in general our rates compare well with those paid by other companies/organizations.
10) How would you describe your relationship with the Project Coordinator (PC)?

![Bar chart showing relationship with Project Coordinator]

*Figure 10: Relationship with Project Coordinator*

11) Are all instructions given to you by the PC clear?

![Bar chart showing clarity of instructions]

*Figure 11: Clear instructions from PC*
12) Is the turnaround time for jobs assigned to you reasonable?

![Figure 12: Turnaround time for jobs assigned](image)

13) Does your PC provide you with all the administrative information you need to prepare your translations?

![Figure 13: Necessary information provided by PC to prepare translation](image)

**Suggestions/comments regarding administrative issues**

Overall, GSDTI’s vendors are satisfied with the service they receive from project coordination staff. Most comments dealt with rates and turnaround time for translations. A minority would like GSDTI to raise rates to match those of other international organizations, particularly now that the dollar is down in relation to European currencies. Another request was that GSDTI should pay a higher rate for technical translations since they take more time for the translator to prepare. Regarding turnaround time, the majority of vendors said that even though deadlines were tight, they were still feasible. Vendors understand that this is the nature of the Bank’s business.
Style Guide

14) Would a World Bank style guide facilitate the translation process?

15) Would such a style guide improve your translation turnaround time?

Suggestions/comments regarding style guides

Our vendors believe that a general style guide would be very helpful if it is easy to search, concise and contains examples where possible. Otherwise, having to consult a style guide hinders the translation process.
Translations

16) Do you receive feedback from the Bank’s reviser after your work has been revised/proofread?

![Feedback from revisers](image)

*Figure 16: Feedback from revisers*

17) How important is feedback to you?

![Importance of feedback](image)

*Figure 17: Importance of feedback*

Suggestions/comments on how feedback should be provided

A large majority of vendors emphasized the importance of feedback as a tool to help them perform well. However, they indicated that they do not always receive this support. They would routinely like to receive a revised copy of their work showing corrections and changes so that they can see what is expected of them. They believe that such feedback is part of the training and coaching process and that it enables them to update their own terminology databases. They also mentioned that receiving feedback is the only way they can learn about their weaknesses and avoid making the same mistakes in the future. They believe that it would save time if revisers would send a quick e-mail with the revised text instead of calling to give feedback after every translation. However, they recognize that in some instances feedback is more helpful if it is provided in a phone conversation or explained in writing.
Training

18) Do you receive any kind of training from the companies/organizations for which you work?

![Figure 18: Training from companies/organizations](image)

If yes, what kind?

The types of training mentioned include short-term in-house assignments, training on new technologies and feedback from reviewers. Some vendors indicated that individual or group meetings on terminology, style guides and guidance on using reference tools would also be helpful.

19) Would you like the Bank to offer training?

![Figure 19: Would like to receive training from Bank](image)

Most vendors emphasized the importance of receiving training from the Bank. They consider training to be a valuable tool that can help them to deliver the quality products the Bank expects from them. In their opinion, this is an area in which the Bank is not providing sufficient support.
20) Which training method do you prefer? Check all that apply.

If other, please specify:

Most of the comments received were from people who do not want any traditional form of training such as university courses. They believe this type of training would take too much of their time. They consider editorial feedback more important than any other type of training. In other words, vendors would like GSDTI to be more proactive in that respect, providing them with hands-on training material.

21) What training subject matter would you like training to cover?

Vendors expressed a clear preference for online and printed material as method of training, as opposed to traditional types of training. As to the training subject matter, they are mostly interested in the Business of the Bank, followed by Technology Tools and New Trends.
Tools

22) What translation memory tools do you use?

![Figure 22: Translation memory tool used](image)

**Note:** It must be noted that only 36 of the 125 vendors who responded to the survey answered this question. Trados or so called Trados compatible tools, such as Wordfast and Globalsight, are still the first choice.

If other, please specify:

The other tools cited by the vendors are DTSearch and LogiTerm by Terminotix. Some vendors expressed interest in learning more about GlobalSight, the translation memory technology currently being used by the Bank.

23) What terminology management tools do you use?

![Figure 23: Terminology management tool used](image)

**Note:** Only 17 of the 125 vendors who responded to the survey answered this question
If other, please specify:

Other terminology management tools used by vendors are Atril Déjà Vu, DTSearch, LogiTerm, WORDFAST, MultiTerm, WorkBench, Dragon and their own terminology databases. Termium and UNTERM were mentioned as the most frequently used terminology resources.

24) Are you interested in any of the above translation technologies and/or do you plan to use any in the near future?

![Figure 24: Translation technology](image)

Note: The figure above represents the opinion of the 92 vendors who answered this question.

If yes, which one:

Many vendors expressed an interest in receiving more information about available translation technology. They also would like to receive training if GSDTI adopts a particular tool. However, a sizable number of vendors (45%) said that they were neither interested in learning more about translation tools nor plan to use any of them. Since it is the Bank’s strategy to make increased use of translation technology within the Translation Framework, GSDTI will have to find a way to deal with the technology divide among its vendors.

Suggestions/comments regarding training

According to the majority of vendors, the best type of training would be one-on-one feedback. For instance, it could be in the form of short-term consultancies for short periods of time, such as one or two months.

Another comment was that it is not easy to find training for translation tools and that vendors therefore have to spend an enormous amount of time training themselves. Assistance and training from the Bank would be very welcome. Some vendors also asked the Bank to consider arranging an annual training session so that they can have more contact with in-house translators.
Conclusion

Generally speaking, vendors seem to be satisfied with the service GSDTI provides. For instance, our Library & Terminology team received a lot of compliments. Vendors believe the L&T team provides an invaluable service. Some vendors even stated that our L&T Team provides the best service among all the organizations for which they have ever worked.

As for administrative issues, most of our vendors believe that they are paid in a timely manner, although a small group believes there is still some room for improvement.

With regard to the Bank’s payment rates, most of our vendors indicated that they are reasonably satisfied with the Bank’s rates compared with what other organizations pay. However, some vendors are dissatisfied. According to some of them, the current fluctuation of the dollar against the Euro puts them at a disadvantage. Nevertheless, in general GSDTI rates are within the range most organizations pay.

Overall, our vendors noted that their relationship with our project coordinators is cordial and friendly. They believe that the PCs provide clear instructions, and vendors have no problem reaching them when they have questions or need additional guidance.

With regard to style guides, most of the vendors indicated that such guides would be very useful if they are easy to search, concise and clear, and provide examples. Otherwise it would be too difficult and time consuming to use them.

A large proportion of vendors agreed that feedback is a very important part of the learning process. They asked that we routinely send them their revised translations and stressed that this is the type of training they would prefer. However, the survey results show that only one-fourth of the vendors surveyed receive any feedback. This is therefore an area where improvement is needed if GSDTI is to meet vendors’ expectations.

Many vendors showed an interest in learning more about various types of translation technology, not only the technology used in GSDTI, but also the technology available elsewhere. They made it very clear that they are not interested in any type of traditional training, such as university courses. In addition, they stated that it is not easy to find training for some translation tools, and learning on their own sometimes takes too much time. In fact, many vendors expressed an interest in working as short-term consultants at the Bank, since that would give them a chance not only to improve their translation skills but also to learn about how the Bank works and to get better acquainted with in-house staff.

A sizable number of vendors (45%) said that they were neither interested in learning more about translation tools nor plan to use any of them. Since it is the Bank’s strategy to make increased use of translation technology within the Translation Framework, GSDTI will have to find a way to deal with the technology divide among its vendors.
Recommendations

- **Rates:** According to the survey, GSDTI needs to consider individual rate adjustments for a small number of language combinations in order to remain competitive with the rest of the market. These are English into French, Arabic, German and Portuguese.

- **Style guides:** Many vendors requested that GSDTI provide them with useful style guides. The guides should be easy to search, concise and should provide examples where possible.

- **Training:** The survey shows that the main areas for improvement are training and feedback. Vendors would like to receive training from the Bank. They would prefer on-line training or printed material, such as visual guides or tutorials. The topics that should be covered are, in order of preference: New Trends in the Bank, Technology/Translation tools and the Business of the Bank.

- **Feedback from revisers:** Vendors consider feedback from revisers to be the most beneficial type of training. GSDTI can address this request by systematically sending final and revised documents to vendors.

- **Technology divide:** GSDTI needs to address the technology divide among its vendors. A sizable number of vendors will have difficulty to meet GSDTI’s forthcoming technology standards. While a small majority of vendors expressed an active interest in translation technology, 45% said they were not interested. GSDTI will have to make operational and strategic decisions to remain attractive to its vendors while preparing them to the changes, in order not to jeopardize its ability to meet agreed service levels.