

EMAIL MARKETING CAMPAIGN: Q & A—HONG KONG CHINESE TRANSLATION

Q1: Using native speakers as translators is always something we promise to our client. Thus, could you confirm that your translators are HK locals instead of trained Mainland China translators who have ex. on HK projects?

A1: Hereby I confirm that all the translators who in charge of translating Hongkong Traditional Chinese are Hongkong native speakers. Not the trained Mainland translators. As we know, professional native translators always have in-depth knowledge of his mother tongue. Such as spelling, style, sentence structures and idiomatic expression. To ensure the accuracy and top quality of the translation, CCJK keep the promise to every client all the time.

Q2: Do you use any memory tools? If you do, what do you use? Also, if you do use memory tools, do you offer a lower price for repeat words and phrases?

A2: We apply advanced CAT and QA tools such as Trados, SDLX, Wordfast, Transit, Dejavu and Distiller, which speeds up and facilitates the translation process, assures top quality and saves you much time and cost!

By creating TM, we charge fewer words as we discount both for repetitions and for similar words (75%-99% match), thus save your cost

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(at least 30%) while enhancing quality and consistency.

Repetitions: 20% of full rate

100% matches: 20% of full rate

95-99% matches: 30% of full rate

75-94% matches: 70% of full rate

75% matches: 100% of full rate

Q3: How do you guarantee quality?

A3: Please allow me to further introduce our strict process to perform lingual jobs to assure of top quality:

1. Initial Translation: Assign jobs to our in-house native translators, during this stage, we ask them to list any questions they have for answers. We never use machine translation, which only outputs poor quality, illegible to human beings.

2. Independent Review: Assign the initially translated files to an independent reviewer for editing and proofreading, s/he will complete the QA Report, it's an automatically assessing system, clients and CCJK will judge intuitively if the job is qualified.

3. Q & A: We collect and filter all questions and send to clients, then feedback our translators with the answered queries.

4. Complaints Response: If Clients detect any bugs and are not satisfied with our delivery, we'll perform another round of review by 3rd independent reviewer at our own cost, until our clients accept the jobs

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with 100% satisfaction. You know, a quality-sensitive translation company's work does not finish when the actual translation is delivered. Interactive amendments based on your feedback guarantees client satisfaction and long term benefits. CCJK endeavors to maintain the highest level of quality for you.

Hong kong Chinese Introduction:

Hong Kong Chinese was used more often in the 19th to early 20th century in Hongkong , where the British population residing in Hong Kong made up a higher percentage than what it comprises now. One used to refer to an individual as Hong Kong Chinese in order to differentiate the person from a Hongkong Briton.

Cantonese people represent the largest group in Hong Kong. Beside the Cantonese, people of other Han Chinese groups also reside in Hong Kong. However, the Cantonese remains the largest group even amongst other Han Chinese groups in Hong Kong. As such, Hong Kong culture is highly Cantonese-influenced. Together with the fact that Cantonese is most commonly used as the language of both everyday and formal conversations, as well as its use in the media and education, other Han Chinese groups in Hong Kong, such as the Hakka, the Hoklo (Hokkien), the Shanghainese, or the Teochew, in particular those who are Hong Kong born or raised, often assimilate into the mainstream Cantonese identity of Hong Kong.

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