# We Test your Localized Product before your Customers Do

Integrated Localization QA Solutions for Every Market

Is your localized product ready to go global?

Not before it is rigorously tested to make sure translations, layout and UI, functionality, and the whole user experience appeal to your target audience, resonate with the target audience's cultural norms, and comply with the target locale's regulatory requirements, while maintaining your brand identity across multiple languages.

At Transbridge, we realize that overlooking a small localization mistake can have a big impact on your global success: Incorrect currency localization can lead to incorrectly displayed pricing on an E-commerce website causing financial discrepancies, customer dissatisfaction, and abandoned shopping carts; one mistranslated word in a patient leaflet can cause product recalls; one image not customized to customers' cultural values may negatively affect the brand reputation.
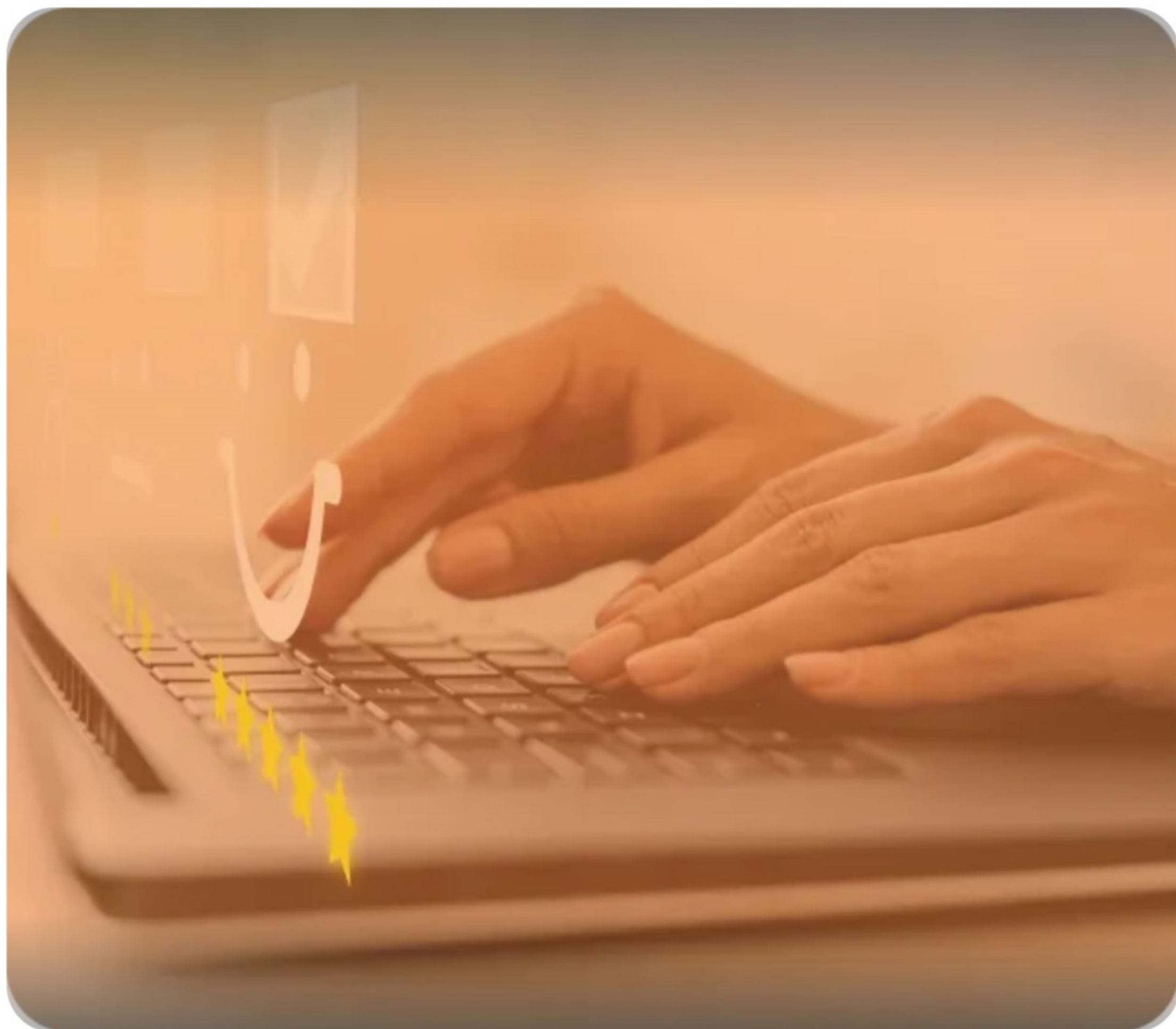
You already invested in localizing your website, software, technical documents, and marketing material to expand your global reach—Rely on Transbridge localization testing services to make sure your localization investment generates maximum revenue, with no setbacks or costly delays.

With a wide network of localization testing engineers, an expert localization QA team, an ISO-certified quality assurance process, and cutting-edge testing tools and technologies, Transbridge offers comprehensive localization quality assurance services, testing for proper functionality, accurate and culturally appropriate translations, precise layout and formatting, and a seamless user experience, guaranteeing flawless localization that drives global growth.

Why do you Need Localization Quality Assurance and Testing?

1. Cost-Efficiency

. Investing in localization quality assurance (LQA) can save you up to 30% in post-release bug fixes and customer support costs.

. Post-launch corrections can cost up to 10 times more than addressing issues early in the development phase (pre-launch)

. Poor localization can result in a 50% higher likelihood of product return or abandonment

When localizing your digital product to different languages, mistakes are bound to happen: UI issues like formatting errors or menu display problems, incomplete or inaccurate translations, incorrect currency and date formats, slow loading speed, bugs on the checkout page, and many more.

Detecting and fixing these issues before your localized app, software, or website goes live not only helps you avoid the cost of the much more expensive post-launch corrections

2. Credibility

• 60% of consumers are less likely to buy from a company with poorly localized content, and 29% will completely avoid brands with translation errors (CSA Research)

• 40% of users will not return to a website if it has poor translation or localization errors

Investing in ensuring that the quality of your localized product is as good as the original version proves that you care about your customers no matter where they are or what languages they speak, promoting brand trust and fostering brand loyalty.

3. Compliance

• 65% of companies face legal and compliance challenges due to improper localization, emphasizing the need for thorough QA and testing to ensure compliance with local regulations and standards (according to a survey by SDL)

Each target locale has its specific compliance and regulatory requirements such as data collection & protection rules, language and formatting standards for product labels and user manuals, and localization requirements for safety warnings.

Localization quality assurance guarantees that your products/services meet the target locale's regulatory requirements.

Why Trust our Localization QA and Testing Solutions?

✅ An Expert Team of Quality Guardians

With a global network of proficient localization QA engineers, automated testing specialists, UX researchers and native linguistic editors, reviewers, and SMEs, our fully-fledged localization QA (LQA) team acts as quality gatekeepers that collaborate to leave no room for error and deliver unrivalled-quality localized products with proper functionality, optimal performance, visually appealing layout, and accurate, culturally relevant content, creating the positive, seamless user experience your global audience deserves.

✅ ISO-Certified Quality Assurance

Our ISO certifications (ISO 17100: 2015, ISO 9001:2008, and ISO 20771:2020) prove that meticulous quality assurance is weaved into every step of the localization testing process, with strict adherence to international quality standards and relentless commitment to customer satisfaction.

Following industry best practices, ISO certification requirements, and client's guidelines, Transbridge applies a thorogh documentation process for every stage of the localization process while keeping our clients looped throughout the project life cycle to maintain absolute transparency. Our effective documentation process includes test plan and test case documentation, detailed bug reporting, and feedback/review records, ensuring smooth tracking of all aspects of the localization testing process, facilitating communication among team members and with our clients, and providing invaluable data for future updates and projects.

✅ Holistic Localization Testing Solutions

Our end-to-end localization quality assurance and testing solutions span all localized products including software/apps, websites, games, and multimedia, catering to a wide range of industries. Being a professional language service provider (LSP) with many years of experience in managing the entire localization and localization testing processes, Transbridge offers a full range of localization services, from translation and transcreation to performance, functionality, and UX testing and linguistic QA, acting as your one-stop shop for all your localization needs.

✅ The Right Balance between Testing Automation and Human Insight

Utilizing the latest localization testing tools such as LocalizeDirect, Smartling, and TestRail, we strategically use testing automation for repetitive tasks (e.g., regression testing, checking for broken links, and verifying UI consistency) and leverage the indispensable human talents in evaluating cultural appropriateness, overall user experience, and linguistic accuracy, striking the balance between time and cost efficiency and impeccable quality.