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Getting the most out of your language editors

Business context

Publishers have different levels and complexity of copyediting for books and journals based on the subject matter and the author(s)' nativity and style of writing. They also have their unique in-house styles that appeal to their audience and distinguish them from their peers. For journals, the turnaround times are often very tight and the styling itself quite complex as it may fall under any style category such as APA, AMA, CSE, CMS and so on. Although majority of editorial services may be outsourced, publishers often retain complex and sensitive journals and books for specialised copyeditors with excellent subject matter expertise.

Challenge

SpiralUp's client had different levels of journals in terms of complexity for copyediting. As a part of operational optimization, the light and medium categories of journals were outsourced to a set of vendors. However, the copyediting of the complex category required specialised editors and hence was retained by the publisher for their expert editorial freelancers. Although this met the quality target of the publisher, the operational margin on these journals was still narrow.

Solution

While SpiralUp provided copyediting services to this publisher in the light and medium category, it understood the sensitivity of the complex category and the reason for the publisher retaining it with specialised copyeditors. To help the publisher with cost optimisation in this category, SpiralUp analysed and dissected the actual problem into two components: language and subject editing (around 60%) + repetitive style and reference editing (around 40%) and proposed a workable solution. If styling and technical editing (pre-processing) are completed before the document goes to the copyeditor for language and subject edits, cost optimisation is achievable. SpiralUp proposed a solution wherein the repetitive, mechanical and time-consuming part of editing that includes reference and citation formatting, styling and tagging, clean-up and structuring are handled by an efficient semi-automated pre-edit process. The pre-edited output is then sent to the copyeditors for language and subject editing.

Result

SpiralUp's solution offered the following benefits to the client:

- ✅ By removing 40% of mechanical task from the copyeditors, the publisher could get 80% more output from their copyeditors for the same cost.
- ✅ The copyeditors were in turn pleased to do less of repetitive mundane activities and more of language work.
- ✅ Quality standards were assured through the hybrid approach involving automated tools.

About us

We are a pre-press services firm providing editorial services and solutions in the areas of books, journals, eLearning and technical documentation. We help publishers and corporate houses gain competitive advantage through our innovative approach to copyediting and our proven offshore model.

With a talented pool of editors, cutting edge in-house software and thousands of hours of cumulative experience, we are well equipped to handle a wide variety of projects.

Why partner with us?

We have a well-established process in place that enables us to work efficiently no matter where our clients are based.

We have a comprehensive quality policy that ensures the highest quality in our deliverables.

We are right sized to ensure customer focus and relationship comfort. Our international presence ensures attention to client needs and satisfaction.

Our skilled and well-trained team provides us the flexibility to undertake complex projects and meet tight deadlines.

We use the latest software and effective in-house tools to achieve perfection in all our deliverables.

Our management team comprises technocrats from India's premier institutions with rich professional experience in service delivery.

Our services

SpiralUp is a leading provider of specialist technical editing services and language solutions. At SpiralUp, we copyedit books, journals, web content and documents in different levels of detail and according to the publishers'/clients' house style ensuring consistency of style, language, structure and logic of content. We establish priorities and balance a desire for perfection within our clients' timeline and budgetary requirements. We offer the following editorial services:

Pre-edit Service
Copyedit Service
Copyedit Service with XML Output

We have the capacity to provide both end-to-end solutions in the pre-press value chain as well as perform services as independent components.