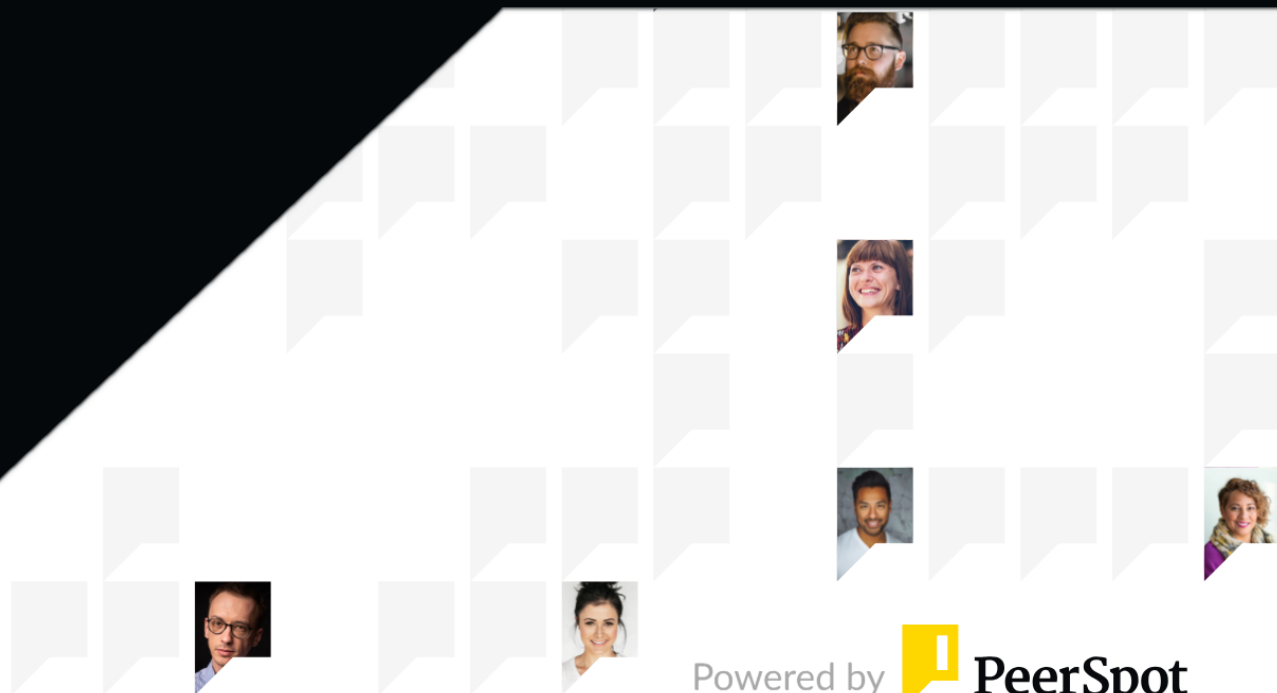




Phrase Localization Platform

Reviews, tips, and advice from real users



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Product Recap



Phrase Localization Platform

Phrase Localization Platform Recap

Phrase's platform is a cloud-based solution designed to streamline the localization and translation process for digital products. It acts as a central hub for managing text strings within software, websites, or video games by extracting them from code repositories or design files for easy translation. The platform includes a comprehensive Translation Management System (TMS) with machine translation, translation memory, and terminology management. It leverages AI for automating tasks such as content import/export, machine translation selection, and quality assurance checks. Phrase offers collaboration tools for project managers, linguists, and developers, and integrates with development tools like GitHub and Figma, as well as content management systems like WordPress and Contentful. Built with robust security and scalability, it can handle large projects and global teams efficiently.

Valuable Features

Excerpts from real customer reviews on PeerSpot:

- ✓ “Phrase Localization Platform has positively impacted my organization, particularly in terms of improving localization efficiency, reducing manual efforts, and increasing the overall quality and consistency of multilingual releases.”



Vyas Shubham

Senior Quality Analyst at a consultancy with 51-200 employees

- ✓ “Phrase Localization Platform has very useful functions with regard to speeding up a translator's work, is very user-friendly and intuitive compared to other software, and helps you focus precisely on translation rather than navigating through the IT interface.”



Siret Laasner

Senior Specialist for the Written Translation (MA) Curriculum at a educational organization with 1-10 employees

- ✓ “The best features Phrase Localization Platform offers are that it is quite easy to use, although I do not prefer Phrase too much overall.”



Monica Colman

Freelance Translator at freelancer

- ✓ “The best features Phrase Localization Platform offers are that it is pretty fast to use and it is similar to other CAT tools from my field, so it is easy to start working with it.”



Gabriela Janiszewska

Polish Language Lead at a consultancy with 5,001-10,000 employees

- ✓ “Phrase Localization Platform has positively impacted my organization by being simple to use and helping to speed up my work.”



Marta Kumar

Senior Translator at a consultancy with 201-500 employees

- ✓ “Phrase Localization Platform has had a positive impact mainly by making our localization processes more efficient and scalable.”



Verified user

Localization Operations Specialist at a tech services company with 201-500 employees

- ✓ “My advice to those who are considering using Phrase Localization Platform is to go for it if it's work with large volumes, books, games, or anything that will require consistency from A to Z, since with the glossary and the sentence-by-sentence tracking, it's much easier to find your way around.”



Verified user

Traductrice at a tech vendor with 11-50 employees

What users had to say about valuable features:

“The best features Phrase Localization Platform offers are that it is quite easy to use, although I do not prefer Phrase too much overall.

“What makes Phrase Localization Platform easy to use for me is mainly the interface, which is quite intuitive. The main interface has a dashboard that is very accessible, and you can find options that are intuitive with all the main ones immediately visible and easy to locate..”

Monica Colman

Freelance Translator at freelancer

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“The best features that Phrase Localization Platform offers, in my experience, are the glossary and the QA option at the end.

“The glossary and QA option help me in my work by definitely keeping consistency in my work.

“Phrase Localization Platform has positively impacted my organization by being simple to use and helping to speed up my work. It speeds up my work particularly through the preview option, where I have the preview of the document and the manual underneath the translation platform, and that helps me keep consistency in my work..”

Marta Kumar

Senior Translator at a consultancy with 201-500 employees

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“In my opinion, the best features offered by Phrase Localization Platform are how easy it is to get started with it, even without ever having used it before. The fact that there's no need for installation is a big plus; you open it in the browser. The interface is quite intuitive, which comes back to how easy it is to get started. It's great for everything related to terminology consistency tracking since it has a glossary that records the terms that can be used. I would also say the fact that there can be collaboration between several translators within the same project is a standout feature. Additionally, you can handle large volumes without getting lost, given that the interface is really clear in that regard.

“The fact of having translation line by line, plus the glossary, meaning I don't have to note down myself which term was used, was a real plus..”

Verified user

Traductrice at a tech vendor with 11-50 employees

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“The best features Phrase Localization Platform offers are that it is pretty fast to use and it is similar to other CAT tools from my field, so it is easy to start working with it.

“What stands out to me about its speed and similarity to other CAT tools when I am working on projects is that it is an online tool, so I do not have to wait much for segment confirmation and to load my projects.

“Phrase Localization Platform has positively impacted my work and my clients, but from what I know, they are not fully happy about some features, especially regarding the AI translations because for Polish, which is my target language, they turned out to be of low quality.

“Unfortunately, I do not know about any positive outcomes or benefits I have noticed in terms of workflow, speed, or client satisfaction because I am not working this closely with the client..”

Gabriela Janiszewska

Polish Language Lead at a consultancy with 5,001-10,000 employees

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“The user interface is very clear and user-friendly and finding terms and speeding up my translation process by filtering segments is very easy and user-friendly compared to some other new software. Phrase Localization Platform is my first option at the moment.

“Filtering segments has helped me to speed up the process because I filter the shortest segments first to confirm them and if there are any non-translatables or repetitive segments, then it is also helpful in this regard. Filtering also helps me to find similar segments or similar content very fast without too many clicks on other buttons. The term finding is useful when I'm selecting the relevant term and it auto-suggests what I should put in. These two functions have made my lengthy translation process very useful.

“Regarding the AI or generative AI functions, they may help to speed up the process and make it more efficient, but at the same time, I am really supportive of machine translation output that Phrase Localization Platform is offering. Sometimes in a translator's work, it is more useful to base your translation process on MT output and term bases rather than generative AI output because it may make the process more complicated..”

Siret Laasner

Senior Specialist for the Written Translation (MA) Curriculum at a educational organization with 1-10 employees

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“The three biggest advantages Phrase Localization Platform offers are the workflow management, the translation memories and termbases, and the automation and integration options. Altogether, they make it much easier to manage larger multilingual projects without having to rely on separate tools.

“The most valuable feature is the workflow management in Phrase Localization Platform. I can manage the whole localization process from one place, assign work, track progress and deadlines, and ensure that everything moves to the right steps. When managing multiple languages and vendors at the same time, having that visibility is really valuable.

“Phrase Localization Platform has had a positive impact mainly by making our localization processes more efficient and scalable. We can standardize workflows and project setups, reuse translation memories and terminology, and manage multiple languages and vendors within the same platform. It gives us visibility on the project and makes it easier to identify any issues that we have to react to quickly.

“I have seen improvements mainly in efficiency and scalability from using Phrase Localization Platform. Using the templates and standardized workflows has reduced the amount of manual steps required for projects that come regularly. The use of translation memories also means that we can reuse previously translated content instead of starting from scratch, which reduces the translation effort..”

Verified user

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Localization Operations Specialist at a tech services company with 201-500 employees

Other Solutions Considered

“At the translation agency, I did not have the power to choose. It was the management's decision. For the university, Phrase Localization Platform was a very good option because of the user-friendliness function..”

Siret Laasner

Senior Specialist for the Written Translation (MA) Curriculum at a educational organization with 1-10 employees

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“Before Phrase Localization Platform, or Memsource as we remember, I mainly used MemoQ and then also Trados. When you translate, you cannot really choose the software. In Estonia, translation agencies do not solely use one program or platform. They use several depending on the client's needs, so I can say MemoQ and Trados..”

Siret Laasner

Senior Specialist for the Written Translation (MA) Curriculum at a educational organization with 1-10 employees

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“I have not switched to a different solution; I use MemoQ on a regular basis and Crowdin.

“I have not evaluated other options before choosing Phrase Localization Platform; it is what is provisioned to me as a freelance translator, so I am using various solutions depending on the client..”

Gabriela Janiszewska

Polish Language Lead at a consultancy with 5,001-10,000 employees

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ROI

Real user quotes about their ROI:

“I do not know if I have seen a return on investment such as time saved or fewer manual steps that I could share because I am not dealing with those topics..”

Gabriela Janiszewska

Polish Language Lead at a consultancy with 5,001-10,000 employees

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“From my individual perspective, I have seen that I got faster as a translator, so of course, there was an increase in salary because my work was performance-based. At the moment, I am not so certain about the performance and money gains because I am currently not actively translating, but I think it is the perfect tool to teach to students because its logic is similar to those translation tools that have been on the market for about 20 years, including Trados and MemoQ. The benefit is that you can teach the initial logic and then the students can use other translation programs because they are already familiar with that. Phrase Localization Platform just makes it easier to learn..”

Siret Laasner

Senior Specialist for the Written Translation (MA) Curriculum at a educational organization with 1-10 employees

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“I can provide a rough idea regarding measurable results. We have noticed about a 45 to 50 percent reduction in bugs and cost savings of around 25 to 30 percent since using Phrase Localization Platform. We also saw a noticeable reduction in localization-related defects reaching the staging and production environments. Earlier common issues included untranslated strings, inconsistent terminology, encoding issues, broken layouts due to text expansion, and incorrect region formatting. With centralized translation management, glossary enforcement, and better QA visibility into changing strings, we observed localization defect leakage into production reduced by around 40 percent over time, particularly after the team became fully accustomed to using the workflow..”

Vyas Shubham

Senior Quality Analyst at a consultancy with 51-200 employees

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Use Case

“My main use case for Phrase Localization Platform is for translation and MTPE. I am usually issued with instruction manuals for engineering projects, specifically technical manuals where I have to translate the content. My main use case is translating technical manuals and content for engineering projects..”

Marta Kumar

Senior Translator at a consultancy with 201-500 employees

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“My main use case for Phrase Localization Platform is translating and proofreading texts for my clients. I do not have anything else to add about my main use case or the types of projects I handle with Phrase Localization Platform..”

Gabriela Janiszewska

Polish Language Lead at a consultancy with 5,001-10,000 employees

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“My main use case for Phrase Localization Platform is primarily for IT translation projects or marketing projects.

“Regarding my main use case for Phrase Localization Platform, I use it mainly for Toshiba marketing projects, and in the past, some other customers have requested that I use it for other projects, but none were particularly specific or stood out to me..”

Monica Colman

Freelance Translator at freelancer

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“Phrase Localization Platform manages and coordinates the end-to-end localization process in one place. In my day-to-day work, I receive new product updates that need to be localized for 10 or 15 languages, and I use Phrase Localization Platform to create the project, assign the different languages to our vendors, ensure that the correct translation memories and termbases are applied, track the progress, and review the issues before we deliver. Phrase Localization Platform provides one place where we manage the whole process.

“I also use Phrase Localization Platform extensively for the operational side of localization. For recurring projects, I work with project templates to ensure the setup is consistent. I manage the translation memories and termbases, assign work to different vendors, monitor deadlines and progress, and troubleshoot issues when something doesn't go as expected. We also use integrations and automations. Phrase Localization Platform is really part of our larger localization workflow rather than just a translation tool..”

Verified user

Localization Operations Specialist at a tech services company with 201-500 employees

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“I mainly translate using Phrase Localization Platform and I teach my students as well. I have a subject at the university that is part of the curriculum where I teach them how to use Phrase Localization Platform as a translator. I am also aware of some assignments by dedicated project managers. I mainly translate in the software.

“In my translation work, for example, legal documents such as contracts, sometimes without identity data, have been very useful in speeding up my work and making it faster. In an academic setting, I have used Phrase Localization Platform for translating technical texts and analyzing them with my students from segment to segment. There have been a variety of projects I have worked with.

“Phrase Localization Platform has very useful functions with regard to speeding up a translator's work. I have also noticed that Phrase Localization Platform is very user-friendly compared to some other software that has emerged over the past two years because it is intuitive and when you have some translation problems, for example, it is very easy to use term bases and also AI-generated translations without much effort. Phrase Localization Platform helps you to focus precisely on translation, not navigating through the IT interface..”

Siret Laasner

[Read full review](#) 

Senior Specialist for the Written Translation (MA) Curriculum at a educational organization with 1-10 employees

“I have been using Phrase Localization Platform for the last two years in our organization, and initially, the platform was introduced for handling multilingual content management and streamlining the localization workflow across different products and customer-facing applications. Over time, its usage expanded significantly because the platform helped to centralize the translation management. It improves the collaboration between development and localization teams and also reduces our manual coordination efforts.

“As a quality analyst, my main use case for using Phrase Localization Platform is to manage and validate the multilingual application content across web and mobile products for global users. We mainly use it to streamline the localization workflow between the development, product, translation, and QA teams, while ensuring the consistent user experience across different languages and regions. From a quality assurance perspective, the platform plays a major role in localization testing, translation validation, regression support, and release coordination. Since our applications support multiple languages, we need a centralized system where all translation string updates, version changes, and language-specific modifications can be managed efficiently without creating any dependency bottleneck between the teams.

“A quick example would be one of our major product releases when we introduced the new onboarding and dashboard features for our users across European and Asian markets. This feature includes a large number of UI labels, notifications, validation messages, tooltips, and the dynamic content that needs to be translated into multiple languages simultaneously. Before using Phrase Localization Platform, this process was mostly manual. Developers used to share the spreadsheet with translators, and the QA team had to validate the translations separately across environments. This often caused delays, version mismatches, missing translations, and inconsistencies between the builds. After implementing Phrase Localization Platform, the workflow became much more structured. Developers pushed strings directly into the platform through integration, and translators worked within the centralized environment using the Translation Memory and glossary references. Our QA team would validate the localized content much easier in their sprint cycle.

“Overall, our remaining use case revolves around centralized localization management, improving translation quality, reducing manual efforts, and ensuring faster, more reliable multilingual releases across our platform..”

Vyas Shubham

Senior Quality Analyst at a consultancy with 51-200 employees

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Setup

The setup process involves configuring and preparing the product or service for use, which may include tasks such as installation, account creation, initial configuration, and troubleshooting any issues that may arise. Below you can find real user quotes about the setup process.

“Phrase Localization Platform is not installed locally; I use it on the cloud within my customer's platform, where I was required to create an account with a username and password, and then I access Phrase Localization Platform through their platform. I presume this is a private cloud setup..”

Monica Colman

Freelance Translator at freelancer

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“My experience with the initial setup of Phrase Localization Platform is quite straightforward, and I have not experienced any issues. The platform provides strong documentation that is helpful for integration options and a structured workflow setup process, making implementation manageable for our team. The onboarding is relatively smooth for basic use cases, especially for teams already familiar with localization tools and CI/CD environments. Setting up the translation workflow, Translation Memory, and integration with the system is overall straightforward.

“Some advanced configurations and enterprise-level workflow customizations require technical expertise and coordination between the development and localization teams. There was a bit of a learning curve initially due to the platform's many features and settings. Once the setup is complete, the platform becomes much easier to use and significantly improves collaboration, automation, and localization efficiency across our projects..”

Vyas Shubham

[Read full review](#) 

Senior Quality Analyst at a consultancy with 51-200 employees

Customer Service and Support

“I have not had contact with customer support really because these few outages were addressed directly on their website. I think they would be great because project managers were mainly communicating with them..”

Siret Laasner

Senior Specialist for the Written Translation (MA) Curriculum at a educational organization with 1-10 employees

[Read full review](#) 

Other Advice

“My advice to those who are considering using Phrase Localization Platform is to go for it if it's work with large volumes, books, games, or anything that will require consistency from A to Z, since with the glossary and the sentence-by-sentence tracking, it's much easier to find your way around. I rated this product a 9 out of 10..”

Verified user

Traductrice at a tech vendor with 11-50 employees

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“I connect remotely from my laptop to Phrase Localization Platform through login details, but I am not really sure about the deployment. I really do not know which cloud provider my organization uses for Phrase Localization Platform. I have never used the AI feature in Phrase Localization Platform. My advice for others looking into using Phrase Localization Platform is that I think it is a great product and recommend keeping using it, as it looks and is really convenient. I would rate Phrase Localization Platform a solid eight on a scale of one to ten..”

Marta Kumar

Senior Translator at a consultancy with 201-500 employees

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“I have not seen any improvements needed that we have not discussed yet. I am happy that the notification system started to work and I receive notifications about new comments to my mailbox, and that is an improvement.

“I would advise others looking into using Phrase Localization Platform that they might be interested in [Crowdin](#) because it seems to me that it has some better UI features and more integration. I would rate this product a 7 out of 10..”

Gabriela Janiszewska

Polish Language Lead at a consultancy with 5,001-10,000 employees

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“I find Phrase Localization Platform's AI capabilities to be reliable enough to significantly reduce manual translation and post-editing work, but not something I would completely trust without human validation. I would use it confidently for high-volume, lower-risk content, while keeping human review for content where accuracy and nuance are critical.

“My advice would be to invest time upfront in your workflows, templates, and linguistic resources when using Phrase Localization Platform. Once those are properly set up, take advantage of automation and integrations as much as possible. Phrase Localization Platform can handle quite complex localization operations, but good configuration is key to getting the most out of it. I gave this review a rating of 8 out of 10..”

Verified user

Localization Operations Specialist at a tech services company with 201-500 employees

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“I would rate Phrase Localization Platform a seven out of ten.

“I chose seven out of ten because I cannot say that it is a bad tool, but it is not a ten because it is not a perfect tool compared to Trados or other tools I have used. I give it a seven because it is not bad enough to receive a five or four, but it does need some improvements.

“I cannot provide information about AI capabilities in Phrase Localization Platform because I am not permitted to use them with my customers, and I do not have any experience with AI within Phrase Localization Platform.

“I do not know which cloud provider I use for accessing Phrase Localization Platform because it is my customer's cloud provider.

“My advice to others considering Phrase Localization Platform is to use it for very simple projects, not complex projects. I especially recommend avoiding projects that require extensive searching in translation memories or term bases, or projects with complex structures such as PDFs full of photos, images, or tables..”

Monica Colman

Freelance Translator at freelancer

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“I would rate this product a nine out of ten.

“I am of the opinion that nothing is perfect. There is always room for improvement, but I think Phrase Localization Platform ranks really high because I have also worked with other translation software, and as a translator, I really appreciate that Phrase Localization Platform has taken the time to question or ask questions from translators as the real users of the software.

“I trust that Phrase Localization Platform is aware of security issues and I am somewhat skeptical of AI at times because it is a rather black box. We do not see how it is functioning inside. At the same time, I am pretty sure that when we use mailboxes and other features, Phrase Localization Platform has thought about security and confidentiality in other matters. I am trusting the process.

“There have been some errors, for example, in Estonian, some terminology may be off or there may be some errors. All in all, I think it is quite reliable. At times, it depends on the text. If you have a contract template, for example, it may be reliable and accurate, but at the same time when you have a press release or a

museum text, then you have to be very critical of it. Because translation is not about putting one word into another language, but rather trying to grasp the idea of transferring and communicating the message from one language to another depending on the domain, whether it is legal, medical, technical, museum, entertainment, marketing, and so on. It is difficult to generalize because it depends on the text I am translating.

“The translation agency where I worked used a private cloud. It was secure, and no data could be given out. It was a private cloud and it was on-premises as well. Employees had their own login credentials and then they could work in a cloud.

“I believe it was a local telecommunications provider.

“Phrase Localization Platform is user-friendly and supports the translating process, and I give this platform a rating of nine. For me, it is the first CAT tool to start with..”

Siret Laasner

Senior Specialist for the Written Translation (MA) Curriculum at a educational organization with 1-10 employees

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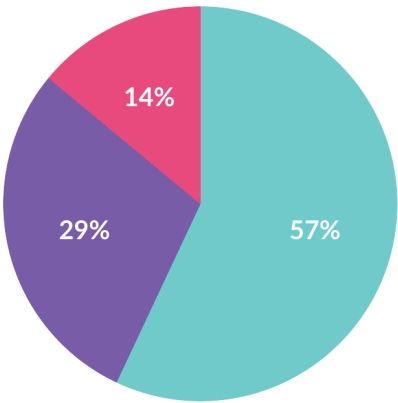
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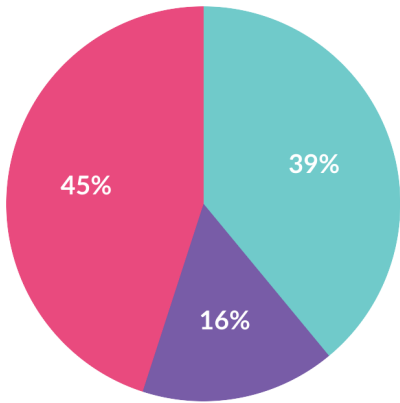


Company Size

by reviewers



by visitors reading reviews



Large Enterprise Midsize Enterprise Small Business

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