



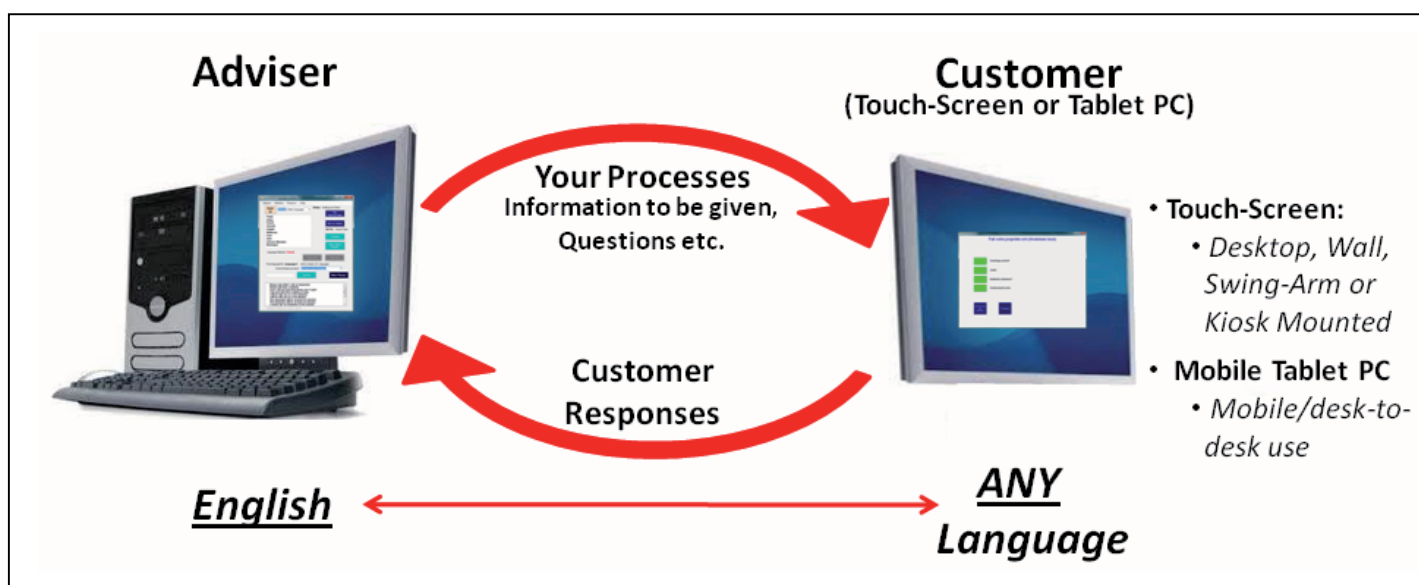
Language Assistant (LA) for DWP

What is Language Assistant?

Language Assistant (LA) is a suite of software applications that take **your own** processes and let you deliver these electronically and interactively *in any languages that you need*, on either a desk-top PC or mobile tablet. Your processes can be as simple or complex as required and can also include *British Sign Language* and *video* content if required.

LA automatically identifies a particular individual's language and delivers your processes to them *in their own language*, reporting and logging all of their responses at every step, in English.

Your adviser interacts entirely in English – your customer interacts entirely in their own language.



Examples of where Language Assistant can be used

- ✚ At reception to assess what walk-in enquirers want (for English-speakers as well as non-English-speakers)
- ✚ For multi-lingual self-service, e.g. as an information-point or an arrival logging system for appointments
- ✚ Arranging appointments and clarifying information/evidence to be brought
- ✚ New customer interviews, periodic review interviews, travel expense applications, general form completion
- ✚ Jobseeker's reporting, declaration, signing and activity assignment

LA automates customer interactions (and allows for ad-hoc adviser interventions) using communications steps such as:

- ✚ Statements ("To claim Jobseeker's Allowance you must be available for work and actively seeking work.")
- ✚ Yes/no questions ("Have you brought any personal identity documents?")
- ✚ Multiple-choice questions ("What is your status - UK Citizen? EU Citizen? Other Foreign National?")
- ✚ Multiple-choice selections ("Do you have any savings? Tick all that apply.") [Cash/Bank/Building Society/etc.] and
- ✚ Data-collections ("Please enter your age" or "Type your postcode.")

Your customer sees this content in their own language. Your staff see the content - *and* the person's responses - in English.

What Are The Benefits?

- Massive Cost Reduction** – 80-90% less expensive than using interpreters; better use of staff time
- Efficiency** – Immediately available; see responses immediately in English; flexible; automated; easy to use.
- Process improvement** – captures your best-practice; improves consistency of communications processes.
- Customer-Focus** – people are interacted with immediately, in their own language, avoiding stress and anxiety.
- Audit Trail** – automatically records information given and responses received, plus adviser's ad-hoc notes.

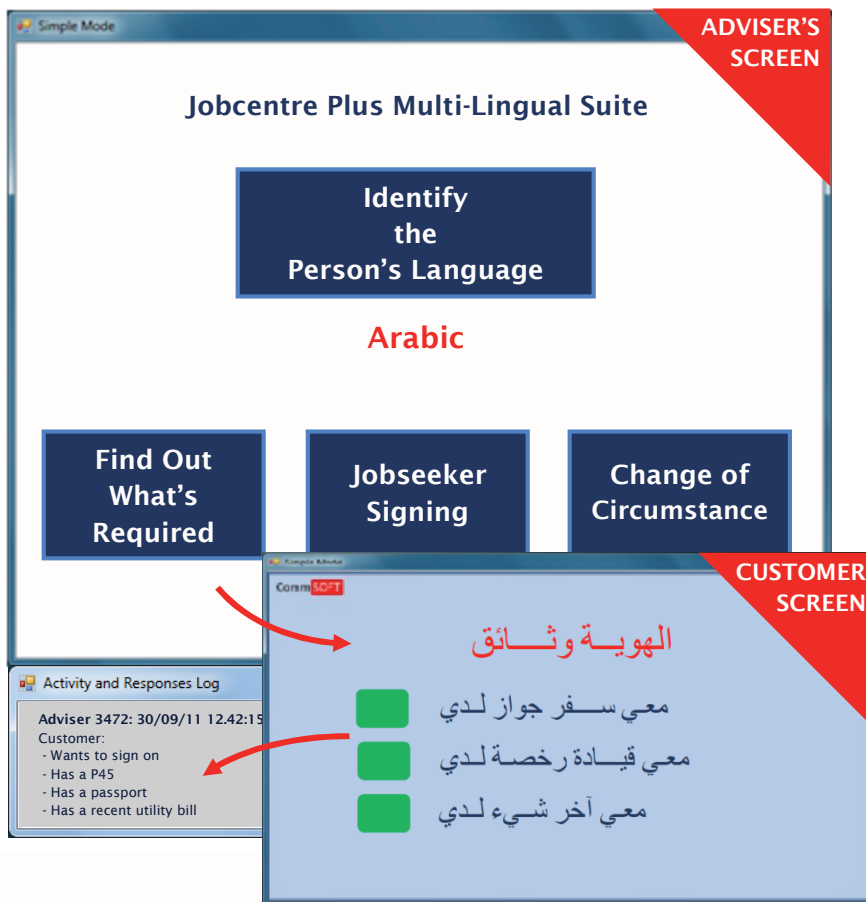


Language Assistant (LA) for DWP

Language Assistant (LA) | Multi-Lingual Communication Technology

Delivering front-line employment, pensions and benefits services becomes even more difficult, time-consuming and expensive when it involves foreign languages.

Government departments and agencies are now able to automate the multi-lingual delivery of many face-to-face public interactions using **Language Assistant** - a technology solution that takes **your** processes and then automates their delivery - *in any language (including English)* - in either person-to-person or self-service modes.



- ✚ The graphic shows an example of how **LA** could be configured for Jobcentre Plus offices:
- ✚ Three top-level customer interaction processes are shown (*you can choose others or have more*):
 - Assessment and handling/re-direction of walk-in enquirers
 - Jobseeker signing-on
 - Change of circumstances review
- ✚ The system can be used either to automate these processes for English speakers or to identify a person's language and then deliver processes *in their language*
- ✚ **LA** does *not* prescribe the processes that it delivers – you are in complete control of every process and how it is delivered at every step
- ✚ **LA** logs all conversations automatically, for future reference. Logs can include adviser comments

Fig: Language Assistant identifying a person's requirements and documents - the customer has chosen Arabic as their language.

Developed in collaboration with UK Police Forces, **Language Assistant's** key benefits are:

- ✚ **Cost** | Reduces or removes the need for interpreters | **"Translate-once-use-repeatedly"** model - *don't* 'translate' (interpret) every time | Conversations consume less staff time - typically c.50%+ time-reduction
- ✚ **Efficiency** | **LA** is always **immediately** available | No calling/waiting for interpreters | Staff see customers' responses immediately, in English | You control your processes and can modify them easily
- ✚ **Process** | Standardised | Captures best-practice | Personalised | Aligned to your requirements
- ✚ **Ease of Use** | **LA** can be configured to prioritise key processes to make its use straightforward | This also minimises both deployment and ongoing front-line training needs
- ✚ **Audit Trail** | automatically records information given and responses received, plus adviser's ad-hoc notes

For more information, or to arrange a demo: Please email info@com-sof.com or call Michael Bursill on +44 20 3287 5582