Language Assistant^{TM} *– Fast Facts*

*Technology can be very helpful – but only if it safely solves **actual business problems**, and does so safely, without introducing a new set of unforeseen problems or risks.*

The "Holy-Grail" of technology solutions is finding one that does exactly what you need it to do:

- ***Much cheaper (70-90%)***
- ***Fully tracked***
- ***Much faster (2-4x)***
- ***Securely logged***
- ***Accurately***
- ***Flexibly***
- ***Safely***
- ***Easily***

This is what Language Assistant^{TM} can do for multi-language conversations, often removing the need to use translators and interpreters entirely, without compromising on accuracy. How?

Language Assistant^{TM} **– Fast Facts**

What is *Language Assistant*^{TM}? *Language Assistant*^{TM} (*LA*) is a new language technology specifically designed for use by organisations that need to communicate with many different people in multiple languages. You put the conversations that you need to have into *LA*^{TM} and it delivers them in whatever languages you need using *real, certified translations* (done by *real, certified translators*), not inaccurate "*computer-translation*". All conversations are fully tracked and logged.

Why not "*computer-translation*"? Because "*computer-translation*" on its own is still too unreliable and inaccurate for professional use. *LA*^{TM} *can* also provide access to "*computer-translation*" for those "quick questions" where computer-translation may be acceptable, but it does this *safely* using *LA*'s proprietary **CT-CHECK** technology, which protects against the inaccuracies of "raw" computer-translation. **CT-CHECK** is developed in collaboration with UK university translation experts.

How does *LA*^{TM} work? *LA*^{TM} focuses on the "bulk" conversations that your organisation has regularly with many different people – the ones that cost most and take up most time.

- You put your conversation(s) into *LA*^{TM} (in English) which breaks them down into their component parts (questions, statements etc.);
- You check (using *LA*^{TM}) that the conversations "work" in English;
- The component parts that will be used with non-English speakers are translated (*real, certified* translations) into the languages you need and these translations are put into *LA*^{TM};
- *LA*^{TM} delivers conversations for you, using touch-screen technologies, with all responses (e.g. answers to questions) delivered to you in English;
- All conversations are logged securely for future reference.

Benefits from *LA*^{TM} The key benefits from *LA*^{TM} are:

- **Reduction in officer time** – conversations will be 2x-4x faster than using interpreters. This will improve many related organisational **KPIs** such as queuing, throughput, volume of interviewees and accuracy of conversations;

- **Reduction in direct costs** - *LA*^{TM} can reduce direct costs (e.g. money paid for interpreters) by between 70% and 90%. Instead of using interpreters "*for everything, every time*" interpreters can still be used but need *only* be used for situations in which they're *actually needed*;

- **No reliance on "raw" computer-translation** – Computer-translation solutions *seem* very appealing until their limitations are fully understood: inaccuracy, unverifiable translations and no (BS; ISO) standards. *LA*^{TM} can provide checked and 'rated' access to computer-translation, where appropriate, using its built-in **CT-CHECK** technology, developed in collaboration with UK university language and translation experts;

- **Tracking, logging and security** – all *LA*^{TM} conversations are fully logged using secure technology which allows every part of every conversation to be recorded and kept for future reference.

How to be sure *LA*^{TM} will work for your organisation:

As with any new technology, the only way to be sure is to run a trial.

Trialling *LA*^{TM} can be easy and very inexpensive. For a single-unit trial we may even be able to provide stand-alone hardware on which to trial, which significantly reduces the complexity of setting up a trial.

You simply need to decide on which conversation(s) to trial and the languages required. We make no charges for a trial – the only costs are for one-off translations into the desired languages, which are typically very inexpensive.

References and Further Information

http://translationjournal.net/journal/56google.htm
https://www.transifex.com/blog/2015/google-translate-reliability/
http://www.teacherswithapps.com/human-translation-vs-google-translate-in-2015/
http://tinyurl.com/z57ltk3
http://www.evs-translations.com/blog/trial-by-jury-or-trial-by-google-translate/ http://www.upi.com/Police-use-of-Google-Translate-mistake/66011355355771/

To discuss a trial of *Language Assistant*^{TM} further please contact us at:
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