Language Assistant™ – (1) Impact, and (2) Business Case

*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.*

(For our full set of language technology White Papers please see:
www.com-sof.com/White-Papers.php **).**

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

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

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

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1. Language Assistant™ – Impact Profile
(and comparison with *Computer Translation Tools*)
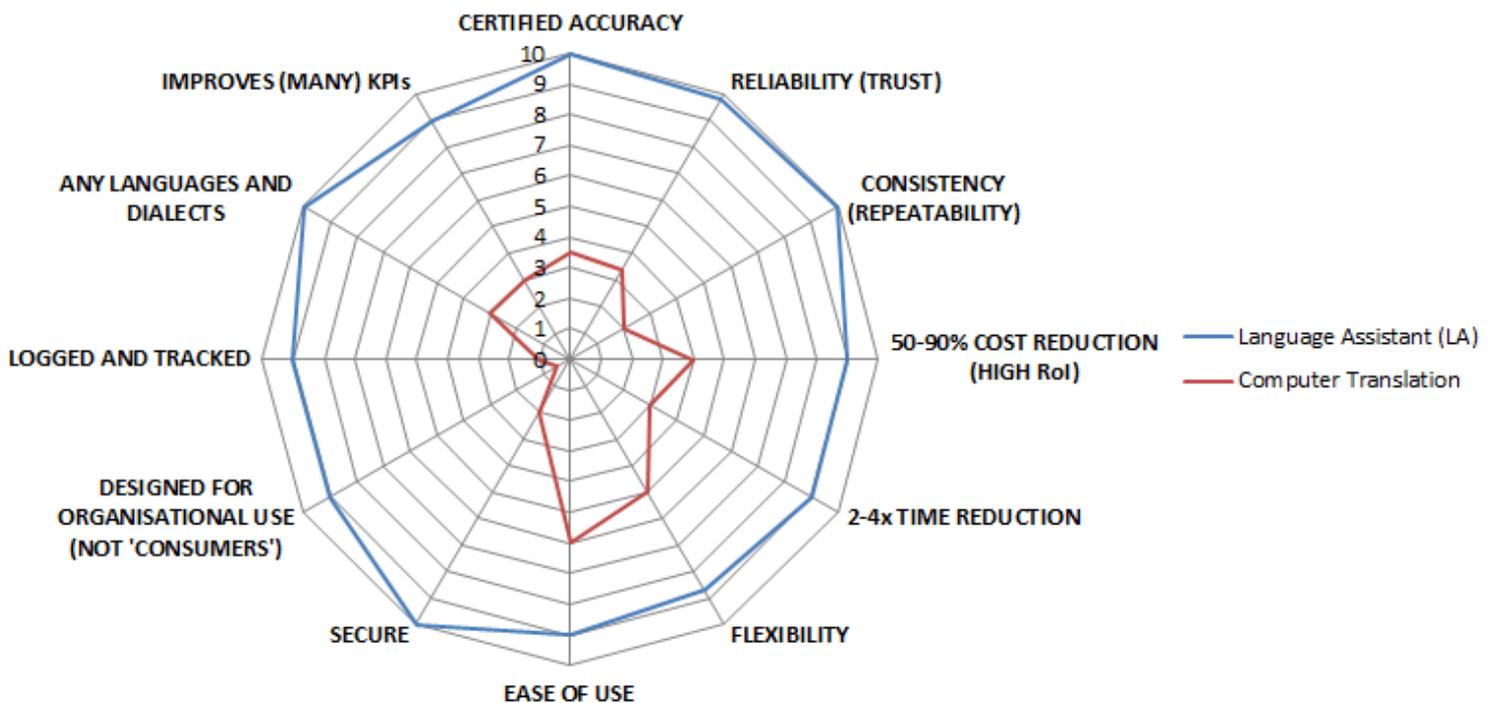
The chart above shows how ***Language Assistant***™ "performs" against 12 *critical* language technology criteria and, for each, shows how 'raw' *computer-translation* tools perform in comparison. These differences explain why *only* language tools designed specifically for professional, organisational use and which are based on the use of *real, certified human translations* are suitable for professional organisations.

1.1 The 12 Key Language Technology Criteria

Area/Criterion	Language Assistant™	Computer-Translation Tools/Apps
Certified Accuracy	Full British Standards/ISO/ES translation certification which guarantees translation accuracy	No recognised standards can be applied to computer-translations; translation quality guarantees are unavailable
Reliability (Trust)	Reliability, consistency and accuracy of translations guaranteed; always consistent, 'known' translations	Translations are based on statistical approximations and so cannot be guaranteed accurate; translations and quality-levels change often, and also differ between languages
Consistency (Repeatability)	Always known, accurate and consistent	Unknown and variable depending on changes in statistical translation approximation techniques used
High Cost Reduction	50-90% Cost Reduction from *"translate-ONCE-use-REPEATEDLY"* model, not *"interpreter for everything"* model	Can be less expensive but at the cost of accuracy, reliability, consistency; highly unsafe
High Time Reduction	2-4x speed increase (shorter conversation time) as interpreter removed; *LA* 'learns' your conversations and can deliver with "no typing" AND can be fully automated if required	*Computer-translation* tools require typing of phrases every time and cannot 'learn' your conversations. This can actually be *even slower* than using interpreters
Flexibility	All conversations can be modified easily and can be managed centrally	No 'conversation management' at all – every conversation has to be done "from scratch", including re-typing into tools each time
Ease of Use	Full conversation work-flow management and automation is available in *LA*; button-click NOT typing phrases into tool	No conversation work-flow management or automation is available
Secure	*LA* can work entirely within your own IT security domain; encryption of logging ensures logs are tamper-proof (for evidence)	Security is not within your control and is dependent on security facilities of the *computer-translation* system provider; can be intercepted and monitored
Designed for Organisational Use	*LA* is designed with professional, organisational use in mind; it is not a *"gadget designed for consumer use"*	Designed for ease of adoption by consumers (e.g. phone "Apps" etc.) where accuracy, quality, reliability & logging etc. are not of paramount importance
Logged and Tracked	All conversations in *LA* are fully logged and tracked; logs are encrypted where required and are tamper-proof	No detailed logging is available; unsecure
Any Languages and Dialects	*LA* can carry out conversations in *any* languages that can be translated into, including variants and dialects (of which there are over 7,000 examples)	*Computer-translation* systems provide a "set list" of available, common languages, which typically number around 80 languages; such systems cannot provide less common or more difficult languages and cannot work with most variants or dialects
Improves (Many) KPIs	*LA* is designed to be fully configurable so that it solves your actual multi-language business problems, and so can target multiple KPIs within your organisation e.g. queue-length reduction	*Computer-translation* systems are based on a *"one size fits all"* model which providers hope is "good enough" for the consumer market (e.g. holiday-makers etc.); there is no ability to focus on organisational KPIs within this model

As can be seen from the table above (as well as the chart on page 1) there are many significant differences between a language technology designed for *professional, organisational use* and one designed for the *consumer market*. It is important to recognise these differences which, considered overall, indicate that language products and services designed for the consumer market *cannot* satisfy the needs of organisations as organisations have much wider and more complex requirements – including guaranteed accuracy, traceability, reliability and consistency.

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2. Your Business Case and Trial

Business Case

Understanding the business-case for *Language Assistant*^{TM} can be relatively easy and will usually start simply by analysing your billing records for existing language services (e.g. interpreters) *or* by asking your provider for management information. From this you will know:

- Your overall annual spend on interpreted conversations (i.e. how much this costs you now);
- The overall annual number of interpreted conversations (i.e. how many times your organisation "called an interpreter");
- How many hours/minutes of interpreter-time you used (i.e. the average length of these conversations and the standard-deviation of that average);
- How much you "overpay" already (e.g. when you are charged a 15-minute minimum charge but only used <15 minutes – this does not happen with *Language Assistant*^{TM});
- Other relevant management information

This information can then be used to work out how much money and time could be saved by use of *Language Assistant*^{TM}.

Trials

As with any new technology, the only way to be sure it "works for you" 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 of *your content* (conversations) into the required languages (which can easily be added to later); this is 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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