



## Language Assistant™ (LA) for Local Government

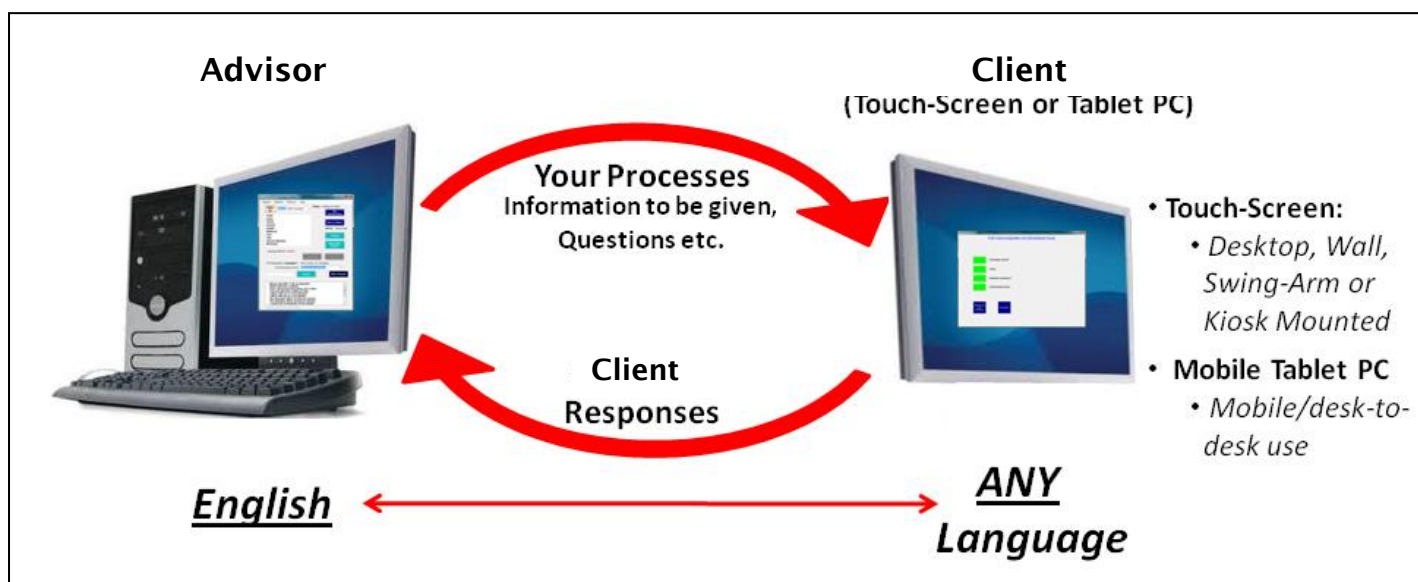
### What is Language Assistant?

**Language Assistant (LA)** is a suite of software applications that take **your own** processes/conversations and let you deliver these electronically and interactively *in any languages that you need*, on a range of electronic devices. 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 *and* the 2<sup>nd</sup> language.

Importantly, **LA™** avoids *all* of the problems associated with *computer-/machine-translation* - accuracy, certifiability, quality-assurance & legal complications - by using fully-certified, accurate & legally-defensible translations.

Your advisor interacts entirely in English - your client 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 (e.g. benefits applications and reviews), travel expense applications, general form completion;
- ✚ Benefits management - setup, reporting, declaration, signing and activity assessments.

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

- ✚ Statements ("Your Housing Benefit is being replaced by Universal Credit. We need to check some details.");
- ✚ Yes/no questions ("Have you brought any personal identity documents with you?");
- ✚ 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"; "Confirm your Name"; "Type your postcode.")

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

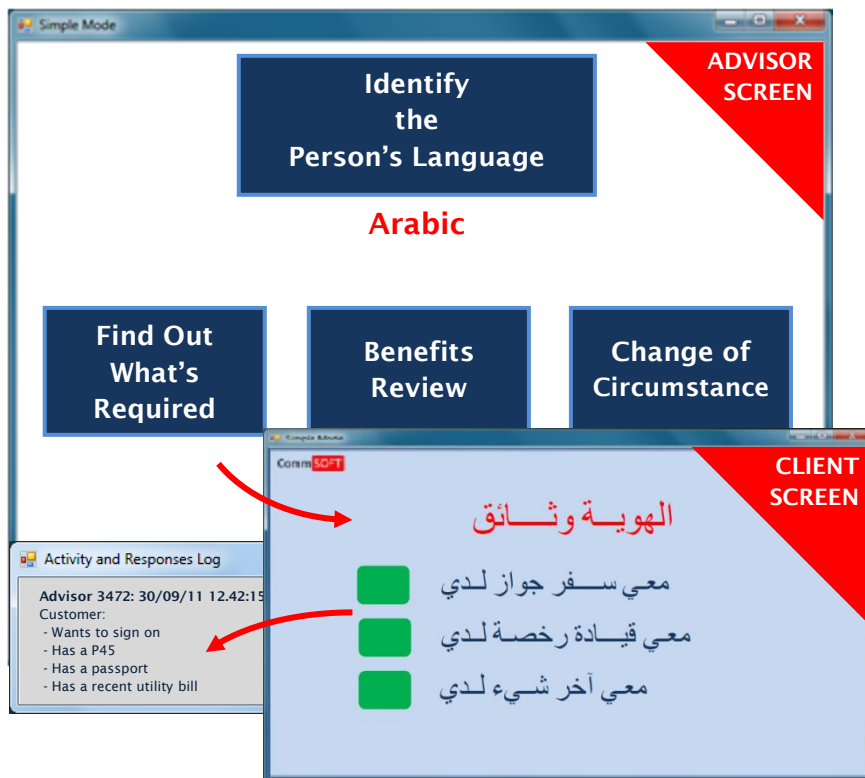


## Language Assistant™ (LA) for Local Government

### Language Assistant™ (LA) | Multi-Lingual Communication Technology

#### What Are The Benefits?

- ✚ **Massive Cost Reduction** – c.50-90% 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 advisor's ad-hoc notes.
- ✚ The graphic below shows an example of how LA™ could be configured for Local Government use:



- ✚ Three top-level customer interaction processes are shown (you can choose others or have more):
  - Assessment and handling/re-direction of walk-in enquirers
  - Benefits & Review
  - 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 or languages – you are in complete control of every process and how it is delivered;

- ✚ LA logs all conversations automatically, for future reference. Logs can include advisor comments and any other useful information.

#### Developed in collaboration with UK Academic translation/interpreting expertise, 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 advisor's ad-hoc notes.

For more information, or to arrange a demo: Please email: [info@com-sof.com](mailto:info@com-sof.com) or call +44 (0)7785 293 486.