



CommSOFT – Technology Mission

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

“Language Technologies” are becoming increasingly popular, sparked by developments in “computer translation” systems (sometimes called “machine translation”). Many new and recent **Language Technologies** turn-out simply to be attractive-looking user-interfaces to “computer translation” systems which don’t properly address organisations’ actual business problems whilst also introducing new problems because of their reliance on “computer translation”, which is still too inaccurate and unreliable for many situations. The main benefit of many technologies is that they seem to be cheap to use and easy to access but – as is often the case – “the devil’s in the detail”.

A Simplistic View of Language Technology: Model 1

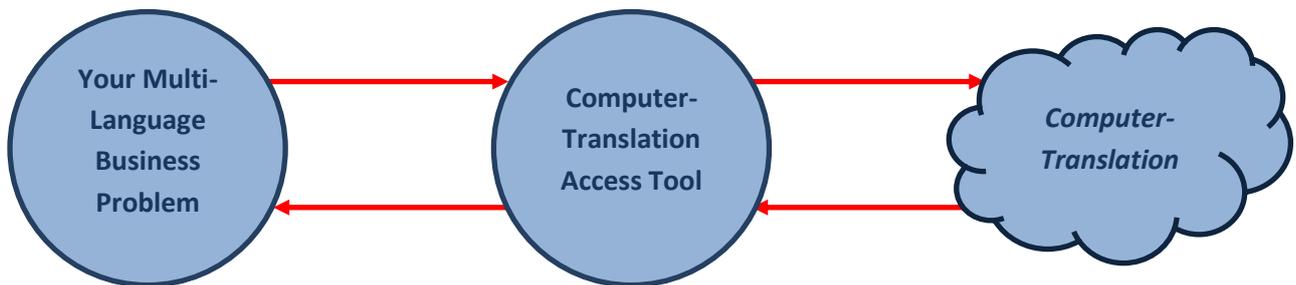


Fig 1: One phrase at a time, typed in every time, translated “raw” by a computer-translation system (<60% accurate).

A More Realistic View of Language Technology: Model 2

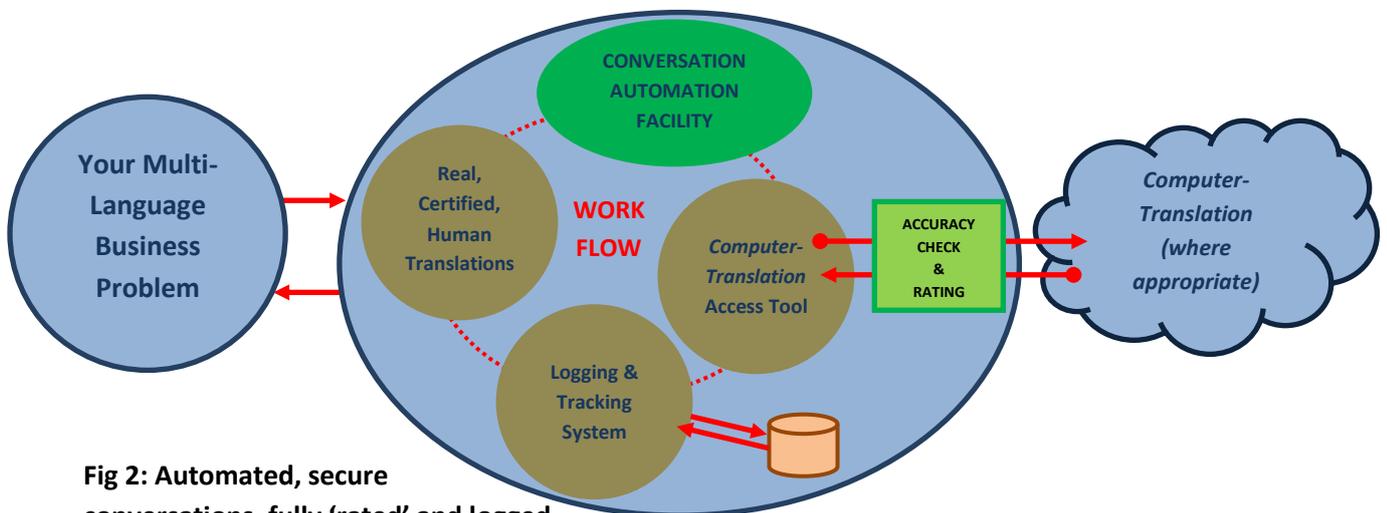


Fig 2: Automated, secure conversations, fully ‘rated’ and logged.

System & Tool Description

Most “chat-tool”-based multi-language tools (e.g. Skype™) use **Model 1** (in Fig.1 above). These are designed for “consumer” use, where accuracy, speed and logging are relatively unimportant. This is why such tools aren’t appropriate for most organisational or professional use.

CommSOFT has developed **Model 2** above, which resolves problems inherent in **Model 1** and describes a new class of “*multi-language, conversation-automation*” technology which is designed for professional organisational use in carrying out automated multi-language conversations.

CommSOFT’s **Language Assistant™** tools are designed around **Model 2** and so satisfy the automation, work-flow, accuracy, speed and traceability requirements needed for professional, organisational use.

Summary

A well-designed **Language Technology** solution should include suitable treatment for *all* of the areas outlined above, and particularly:

- **Accuracy of translation**, including use of ‘real’, certified, human-done translations where this is the only acceptable level of accuracy; and access to **accurately-rated** and **safety-checked computer-translations** where they are deemed appropriate:
 - *If it isn’t accurate then it can’t be used;*
- **Conversation automation & work-flow** facilities including learning and remembering common conversations:
 - *If it isn’t quicker and easier then it’s not worth using;*
- **Massive (70-90%) cost-reduction**:
 - *If it isn’t less expensive then it’s not worth using;*
- **Logging and Tracking** built-in. Systems must automatically and securely track and log all conversations with full time-stamp, location and user-ID data:
 - *If something goes wrong you must be able to identify what and why;*
- **Specifically for computer-translation aspects**:
 - Computer-translation **accuracy assistance**, **pre-use accuracy rating-checks** & **translation safety ratings**
 - “Raw” computer translation is still less than 60% accurate. Tools must be able to ‘flag’ potentially inaccurate translations *before* they are used.

References and Further Reading

<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/> and <http://www.upi.com/Police-use-of-Google-Translate-mistake/66011355355771/>