

Bulletin

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President's Message



Wilson Teixeira
President

With 2013 well underway, one thing is becoming clear - the zeitgeist of this year is one of innovation. From our core services to projects in development, our team is poised to do things in new and innovative ways that are sure to raise the bar on language services. This spirit of innovation comes not only from the staff here at Able Translations but from

you, our clients. These ideas are sparked by the genuine satisfaction that comes from making your requests a reality.

Two of our newest innovations are being unveiled in this newsletter, our Softphone and a Simultaneous Remote Interpreting (SRI) service. These two services were fueled by real client needs and they solve real client problems. We are

very excited to launch these new offerings into the market.

I encourage and invite both our clients and readers to approach us with your language service questions. Our team are problem solvers and look forward to tackling the next unique challenge.

How we saved the Yukon Government \$10,000 (and could do the same for you)

The Problem:

The Yukon Government holds frequent meetings that are attended by a mixture of both English and French stakeholders. In an effort to maintain an inclusive environment, the Yukon Government decided that language interpretation was necessary. There were, however, two barriers to implementation. These barriers are most likely barriers you have faced - time and money. They needed to use simultaneous interpreting, interpretation that takes place as the speaker is speaking, to keep meetings to a reasonable length of time. In order to make use of simultaneous interpreting, significant investment needed to be made to their infrastructure.

The traditional setup for simultaneous interpreting requires special sound booths for the interpreters, sound booths that are not made for boardrooms. These booths come with a hefty price tag. The estimated implementation cost for the booths as well as the additional communications equipment was \$15,000, which prompted the Yukon Government to look for alternative options.

Enter Able Translations:

In late 2012, Able Translations had provided language services for a major conference in the Yukon. To reduce costs for the organizers, we made a commitment to supply simultaneous interpreting to this conference remotely, which eliminated the costs for sound booths and interpreter travel costs. We offered the same solution to the Yukon Government. We knew we could provide them with significant savings.



Our Solution:

The team at Able Translations worked tirelessly to produce a solution capable of providing simultaneous interpreting remotely using our client's current infrastructure. Our solution was comprised of a laptop as well as the transmitters and headphone receivers that are often used at conferences to deliver simultaneous interpreting. The price to outfit two boardrooms with our new technology was less than \$5,000.

The success of what we dubbed "The Yukon Project" has spurred us on to offer this service to all of our clients. Able Translations has virtually eliminated the major non-valued added costs of simultaneous interpreting, making this service more readily available to all who need it.

The Launch of Vicki™ Voice

Vicki™, our video remote interpreting solution, has enjoyed great success since its launch. But rumblings in the market told us that clients wanted it all, both video and telephonic interpreting in one. We listened. In late January we released vicki™ Voice, an online solution that connects you to telephone interpreters without the need to leave your computer or use a dual-handset phone. The solution utilizes softphone technology integrated into our vicki™ platform. Simply sign into vicki™ and ask our operator to connect you with vicki™ voice. You will then be transferred to a screen that will display your account information. Read it off to the customer service representative and request your language. You'll be connected to an interpreter immediately.

If you are a vicki™ customer, you are already signed up to use this service. If you'd like to become a customer, call us at **1-800-840-5370** or email info@seevicki.com.

Twitter, Translations, and Auto-tweet

This is a brand new addition to our newsletter, we are now offering a "how to" section in order to help you grow your business. This issue's topic is: *using translation and auto-tweet to engage multilingual audiences.*

First, if you aren't on Twitter, get on it! The beauty of Twitter is your ability to have open conversations. You don't need to wait for friend requests or "likes". You just tweet and the world can hear you. Ok, I'll wait while you finish your twitter registration.

Now that you're all done registering, we can talk about translating your tweets and auto-tweeting them. Auto-tweeting is a way for you to automate tweets. You can upload a batch of 140 character messages and they will be released on a schedule. I recommend using TweetDeck. To reach target markets that speak a different language, write 6 -12 months worth

of Twitter messages and send them to us for translation. Then you can slowly release them to the public during hours that you know your target market is online.

I'll break this process down into steps.

1. Write several months worth of tweets.
2. Send them to Able Translations to get translated.
3. Upload the translations into TweetDeck.
4. Schedule the release of your tweets.

Pro-Tip: Open a Facebook business page for several different languages and link your twitter and facebook accounts. Your translated tweets will populate on your Facebook page as they are released.

Able Joins the Blogosphere

If you've been following our online activity, you have probably noticed that Able Translations initiated a wordpress.com blog in mid-2012. The response has been tremendous.

You can now visit www.abletranslations.wordpress.com to access the latest information on getting the most out of your language services spend. Check us out!



Dates to remember

April	May	June
Dates	Dates	Dates
1 Easter Monday (Christian)	5 Cinco De Mayo (Mexico)	5&6 Isra and Mi'raj (Muslim)
7 World Health Day	5 Easter (Orthodox)	16 Father's Day
15 Yom HaZikaron (Israel)	9 Ascension (Christian)	21 Summer Solstice
22 Earth Day	12 Mother's Day	21 National Aboriginal Day (Canada)
25 Anzac Day (AU & NZ)	15&16 Shavuot (Jewish)	24 St. Jean Baptiste Day (Quebec)
	19 Pentecost (Christian)	
	20 Victoria Day (Canada)	

Call Mr. James Treloar, Account Manager ext. 7282 today to find out about our services and how Able Translations can enable your company to overcome linguistic and cultural gaps more easily and effectively. Able Translations — Your local global partner.™

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