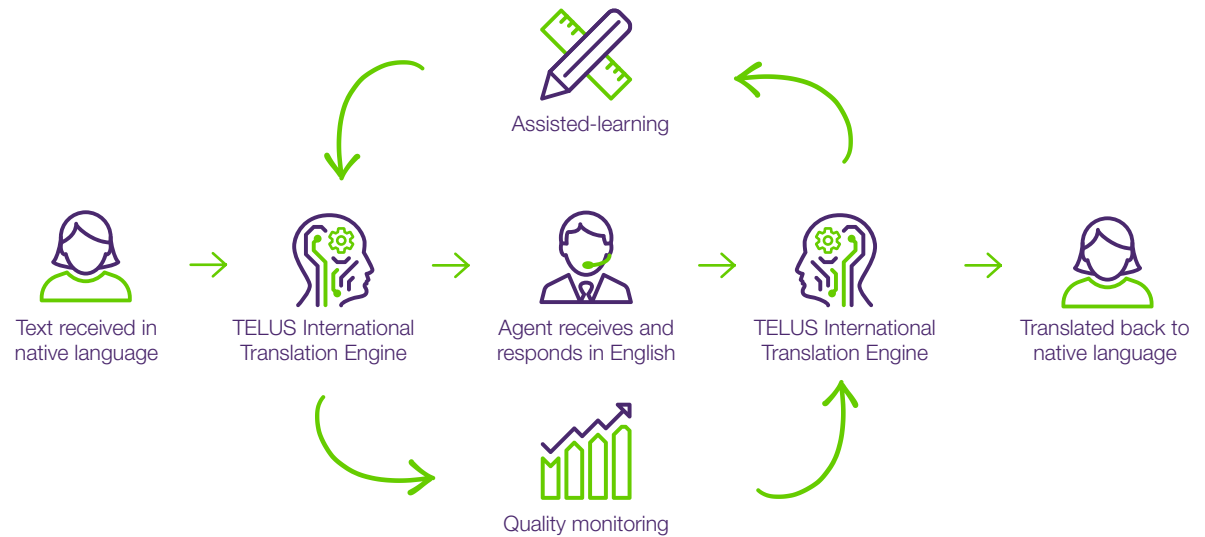# Real-Time Translation Bot

The majority of customers prefer to buy products in their native language. However, most brands are limited in the languages they support due to resource constraints, hiring challenges and employee attrition.

TELUS International's Real-Time Translation Bot is a next-gen technology solution that enables contact centers to gain a multilingual edge. The tool works seamlessly on the back-end to break down the language barrier as customers and agents communicate with ease and convenience.

How the bot works

TELUS International's Real-Time Translation Bot combines the best of human empathy and machine learning to deliver improved customer care. It automates the process of translating text from one language to another by encoding and then decoding the conversation. The encoder breaks down complex sentence structures, while the decoder rearranges the information in the target language. This allows the agent to communicate with the customer via their preferred language.

Assisted-learning

Text received in native language → TELUS International Translation Engine → Agent receives and responds in English → TELUS International Translation Engine → Translated back to native language

Quality monitoring

TELUS International - Real-Time Translation Bot

To ensure high-quality interactions, a percentage of all conversations are evaluated by native speakers to achieve language accuracy. Further, the bot is powered by machine learning and gets better with every interaction.

Other features include:

- Chat, email and social media integration
- Easy integration with CRM systems
- Automatic language detection
- Custom translation in over eight languages (including French, German, Spanish, Korean, Greek, Japanese, Portuguese, Russian)
- Customized translation based on industry or region
- A self-learning model for ongoing knowledge base enrichment

Add value to your brand

- **Reduce costs:** Language support needs can be met from a single geographical location.

- **Increase service speeds:** The bot is powered by machine translation and machine learning to translate conversations in real-time for instantaneous service.

- **Improve CSAT:** The ability to provide rapid responses and frictionless experiences enhances engagement and brand loyalty among non-English speaking customers.

- **Empowered agents:** The Real-Time Translation Bot allows brands to hire agents for their customer support skills, not their language capabilities.

We're fluent in customer experience

Connect with us today to discuss your service strategy and discover how this next-gen technology can transform the customer experience.

telusinternational.com/**contact**

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