

Getting the Language Right

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VP Global Travel, Leisure & Hospitality Solutions

Agenda

- Language: Why it Matters
- The Content Matrix
- The Translation Jigsaw Puzzle
- Return on Investment
- Artificial Intelligence



Specialists in Global Content Creation and Technology

SDL works with:

More than **40** of the world's largest travel brands



8 of the top 10 airlines



6 of the 10 largest hotel chains



7 of the 15 most popular travel websites





LANGUAGE: WHY IT MATTERS

Understanding
each other...



**KEEP
CALM
AND
Speak
Esperanto**

Language dictates purchasing and advocacy behavior

90%

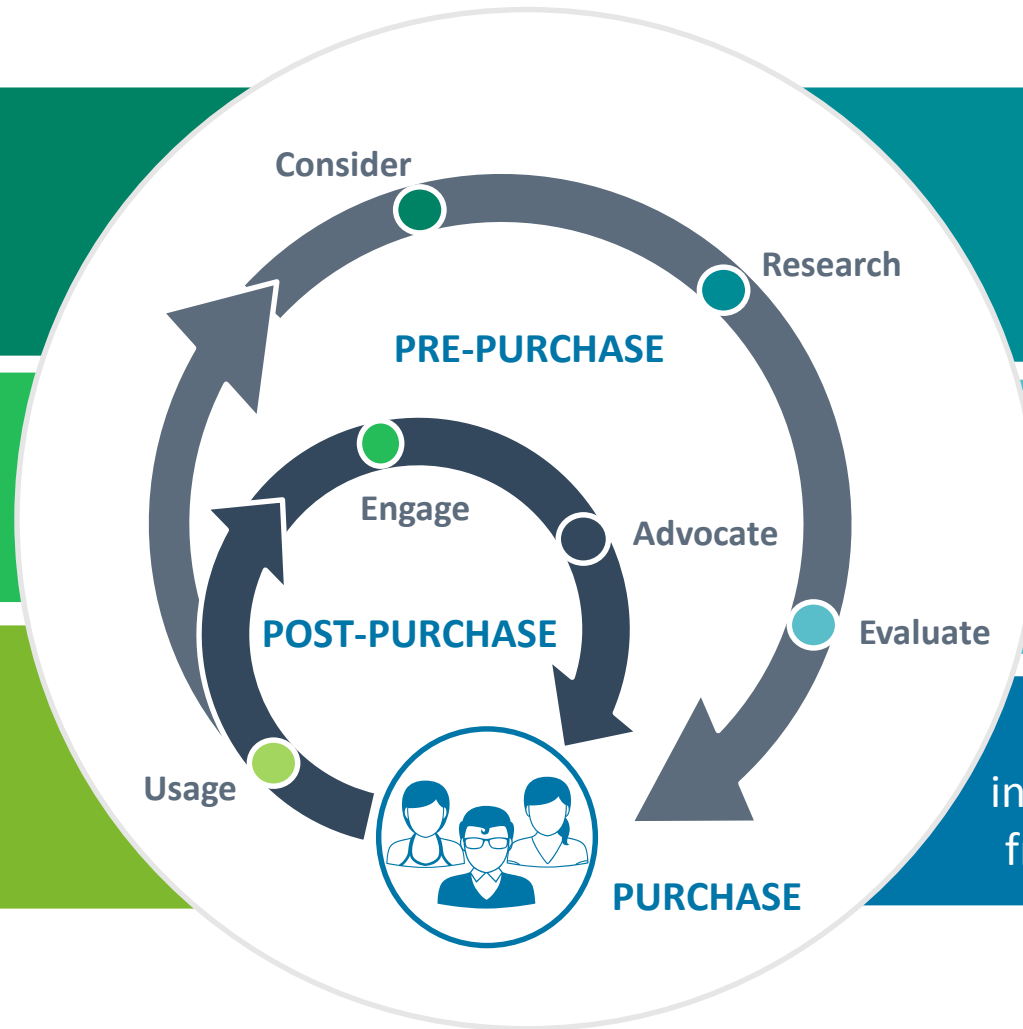
choose a native language when available

70+

languages are supported by Twitter and Facebook

78%

more likely to buy if user instructions are in their language



82%

more likely to buy if promotional material is in their language

81%

more likely to buy if technical documentation is in their language

60%

in Japan and France will not buy from a site in another language



THE CONTENT MATRIX

Text content types



Advertising



Reports



Legal



Newsletters



FAQ



Knowledge
Base



Alerts/
Notifications



Wikis



Website
Inventory



Documentation



Help



User
Guides



Email
Support



User
Forums



Chat



Blogs



Reviews

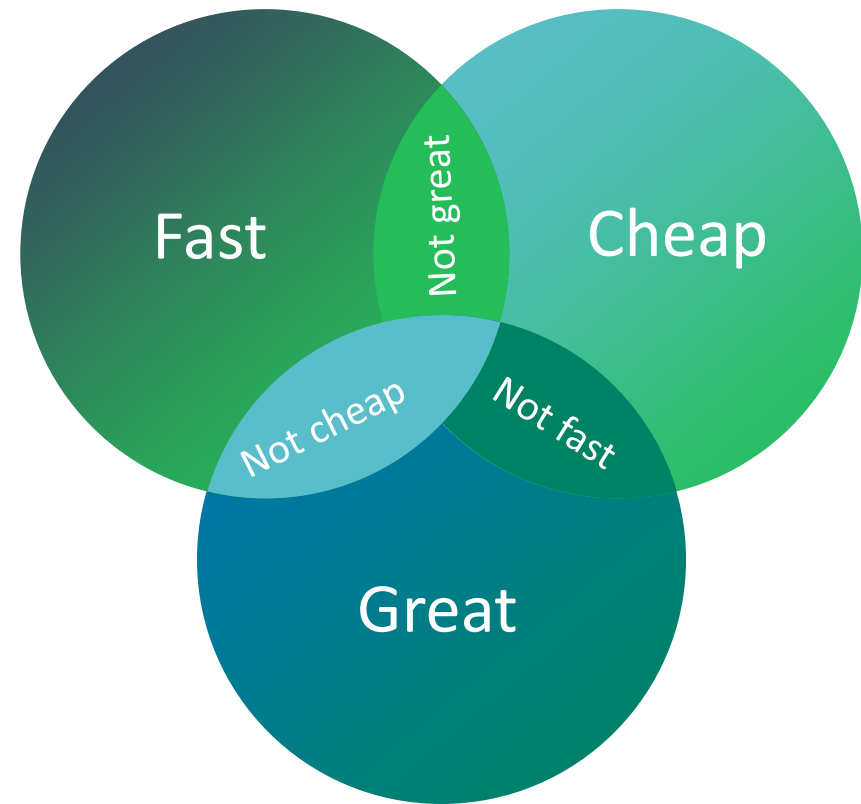
Which content types require 'perfect' translation?

Which content types have the highest volumes?

Translation Requirements: You can have only 2!

What matters most?

- Quality
- Cost
- Time-to-market



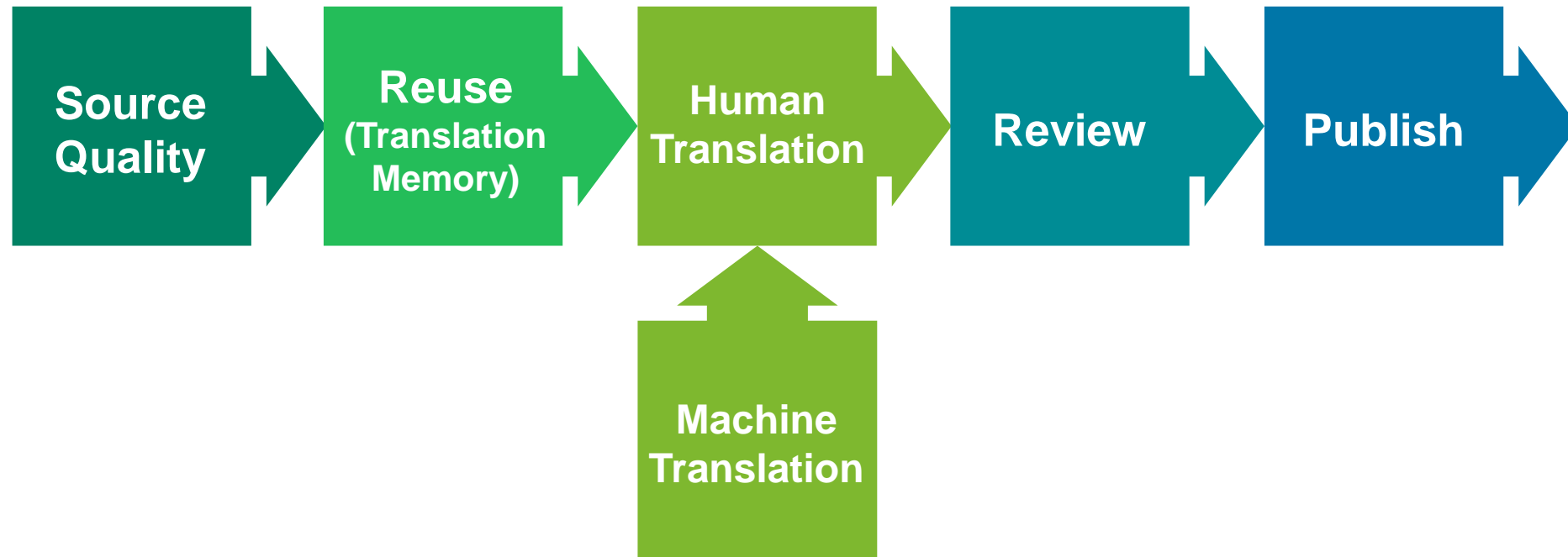
Right translation method, right price, right time





TRANSLATION JIGSAW PUZZLE

Translation: a series of interlocking pieces



Speed, cost and quality of translation are affected by each piece.

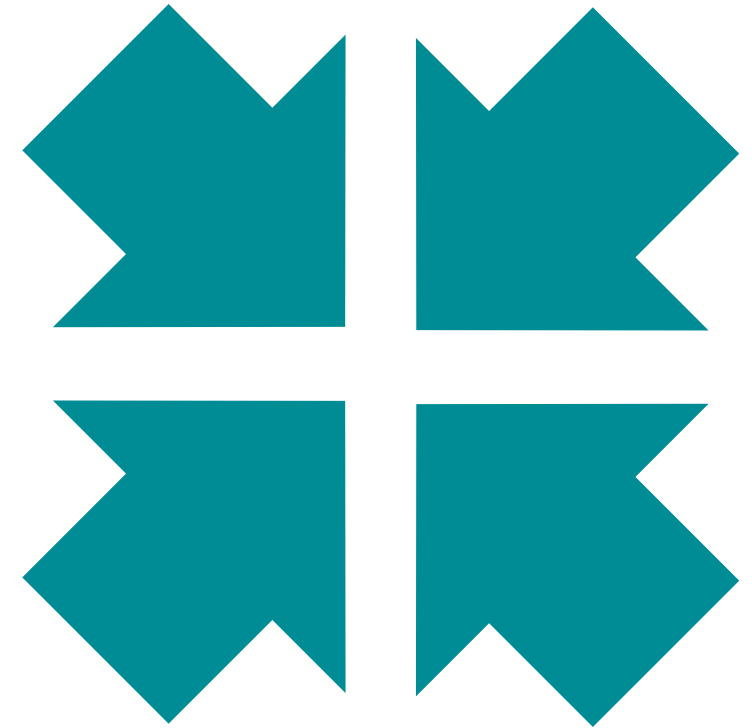
Dr. Kev's 7 R's for cutting costs

1. **Read** – Ensure quality source content.



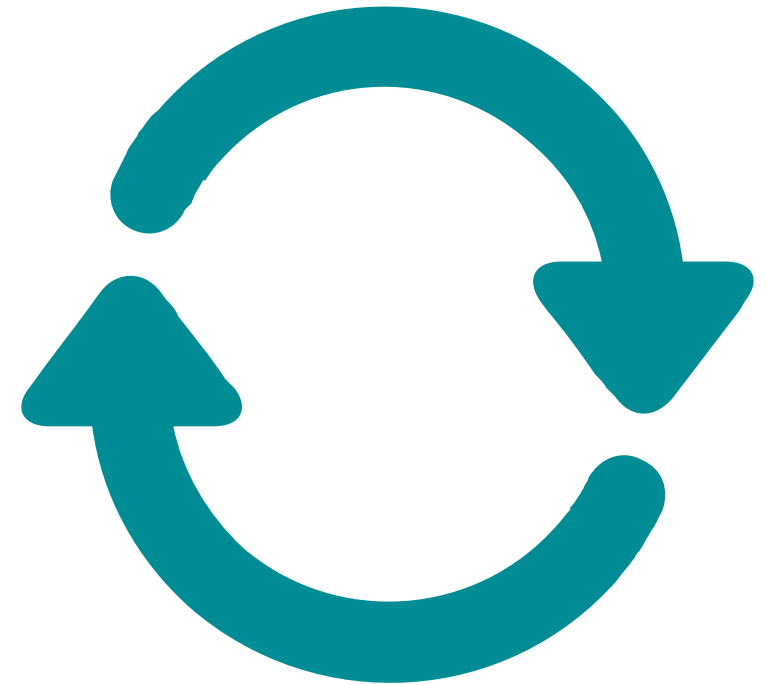
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1. **Read** – Ensure quality source content.
2. **Reduce** – Use repetition analysis in workflow.



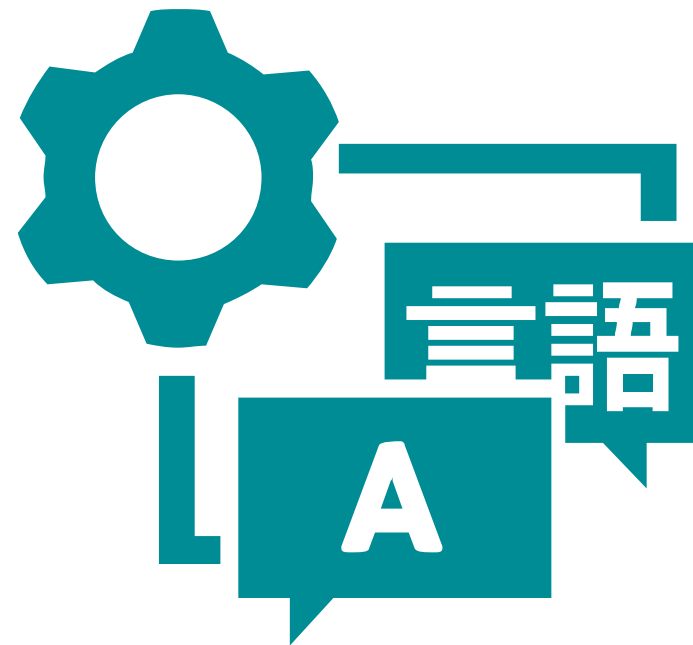
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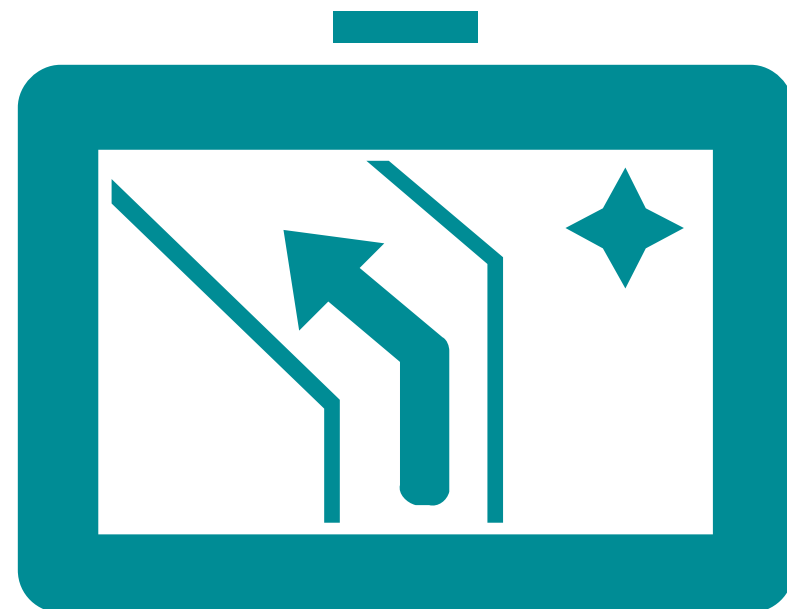
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6. **Review** – Use human review.



Dr. Kev's 7 R's for cutting costs

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3. **Reuse** – Apply Translation Memory in workflow.
4. **Robotize** – Use Machine Translation where you can.
5. **Route** – Send it to the most cost-effective LSP.
6. **Review** – Use human review.
7. **Render** – Publish it in a relevant context.





**RETURN ON
INVESTMENT?**

What is the ROI of adding a language?

It may be impossible to know.

Revenue variables include:

- Local SEO
- Completeness of translation across the content matrix
- Regional marketing effectiveness
- Local revenue management (supply and demand)
- Local brand perception
- Suitability of product for the local market

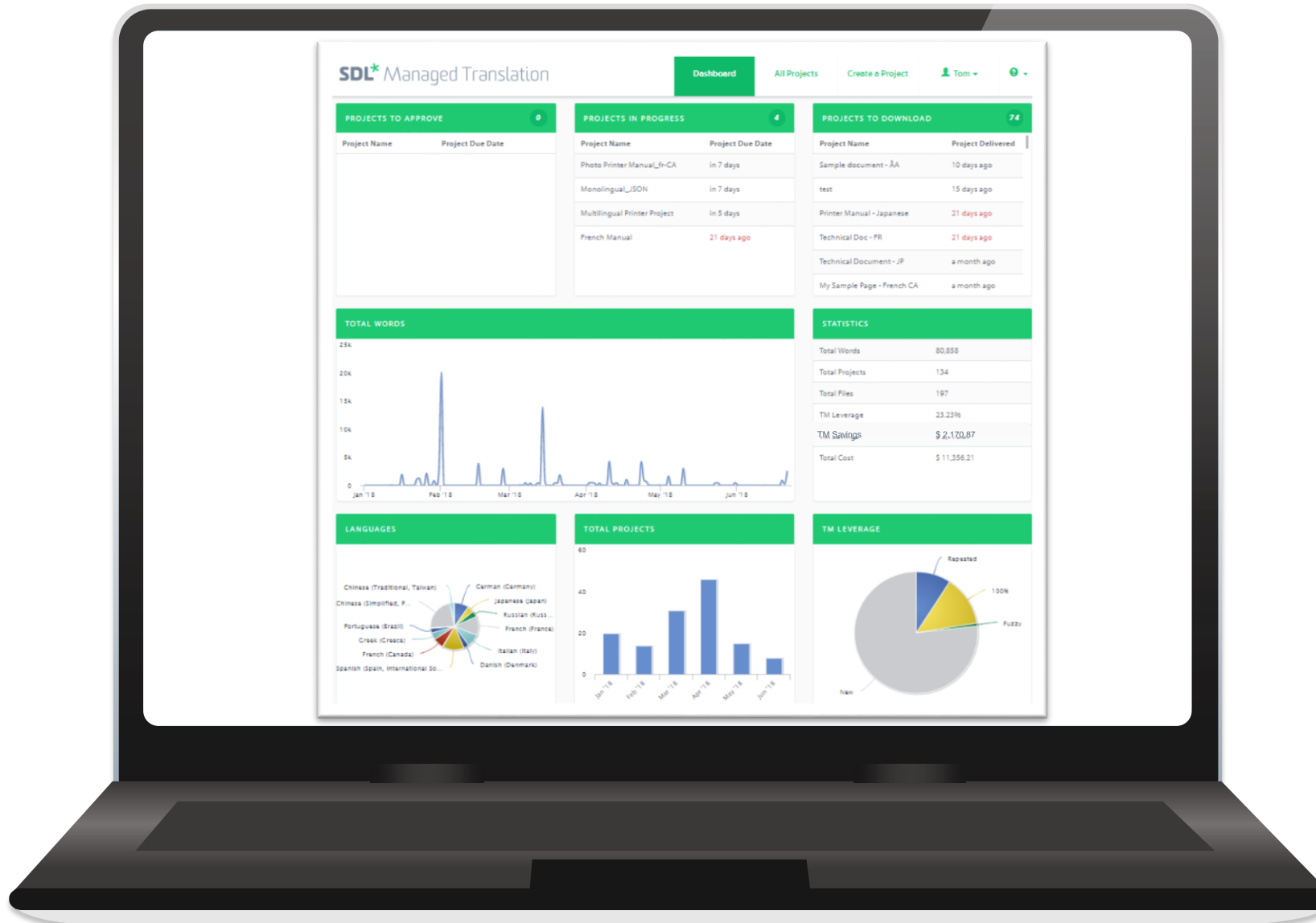
Adding a language should be a **strategic** decision.

But there is an ROI in process & technology?

Measure return in terms of:

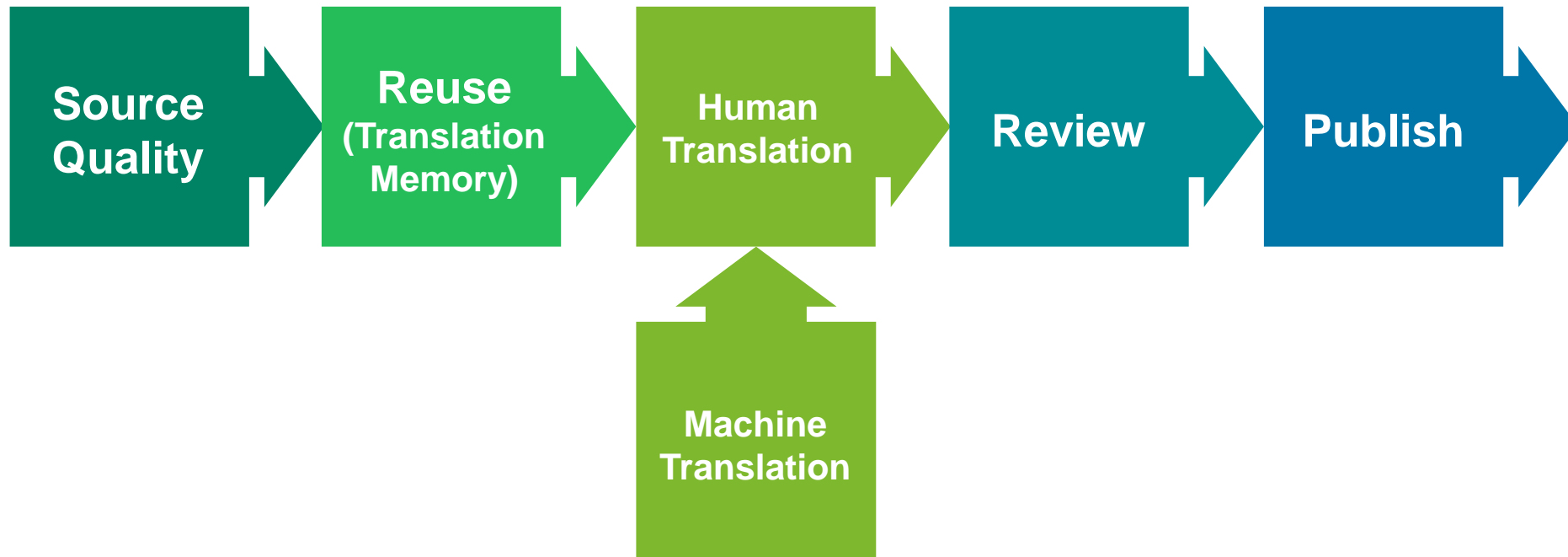
- Reducing your translation budget, or, keeping your budget the same and adding more languages
- Improving time to market
- Reducing customer support spend

A Translation Management System gives transparency



Visibility for cost control

Insist on **transparency**, regardless of technology.

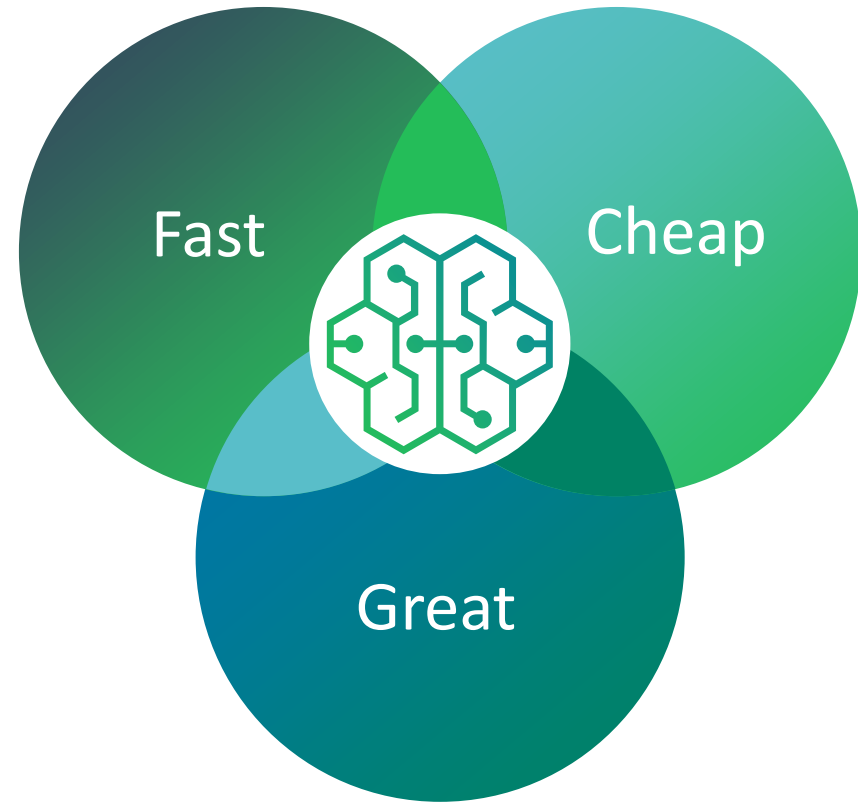




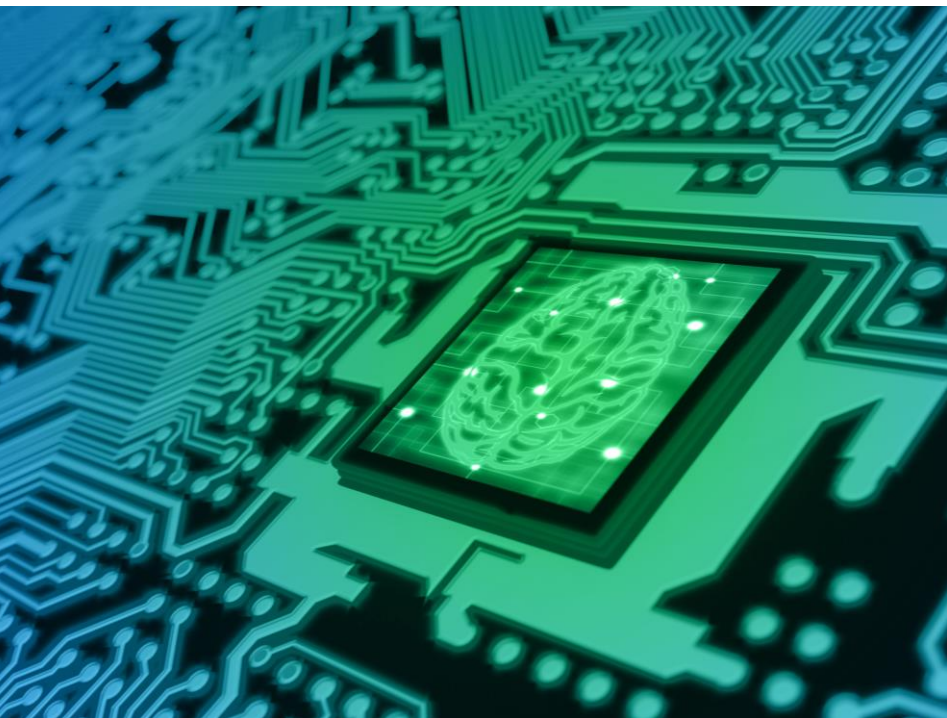
ARTIFICIAL INTELLIGENCE

Can you have your cake and eat it?

With the introduction of AI,
fast, cheap *and* great
translations
are now very likely.



Neural Machine Translation (NMT)

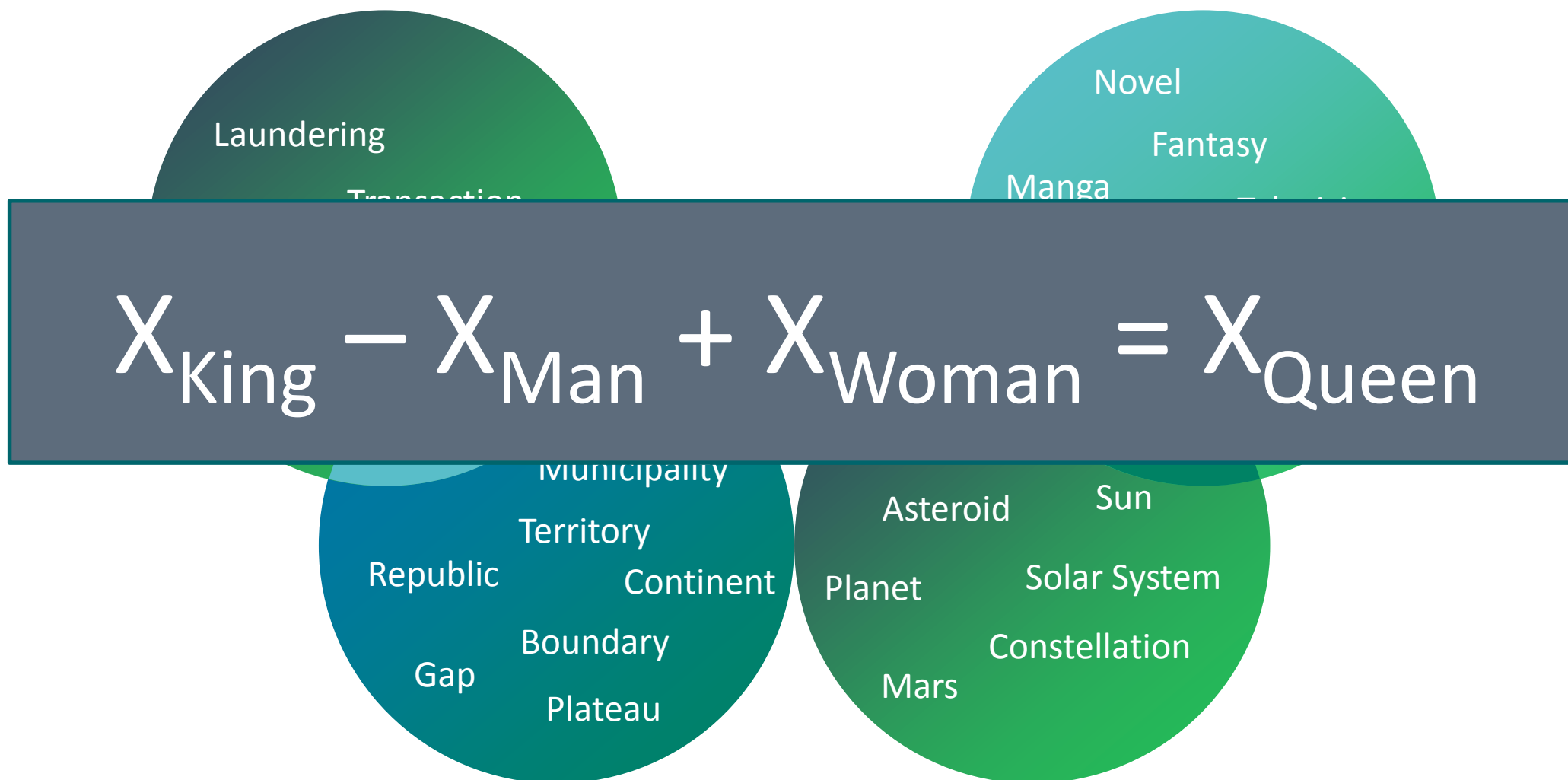


The NMT architecture captures meaning and models interlingua for significant translation quality improvement.

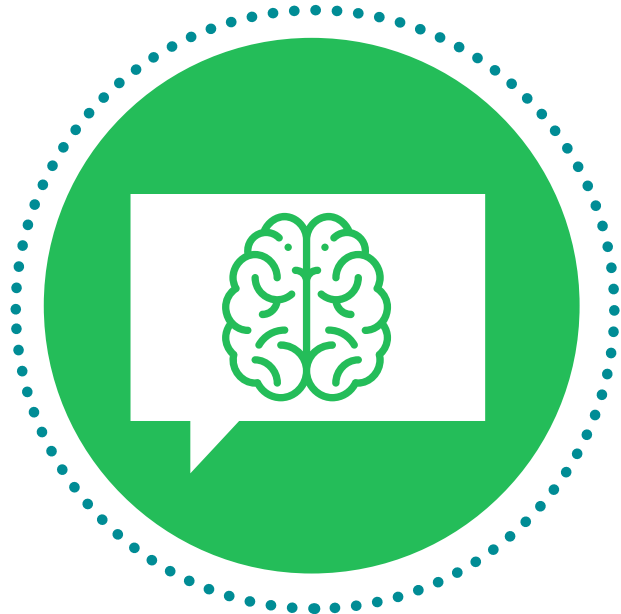
Transition from SMT to NMT opens significant innovation opportunities.

NMT is a revolution, not an evolution.

NMT: Relationships and Meaning



A revolution for human understanding

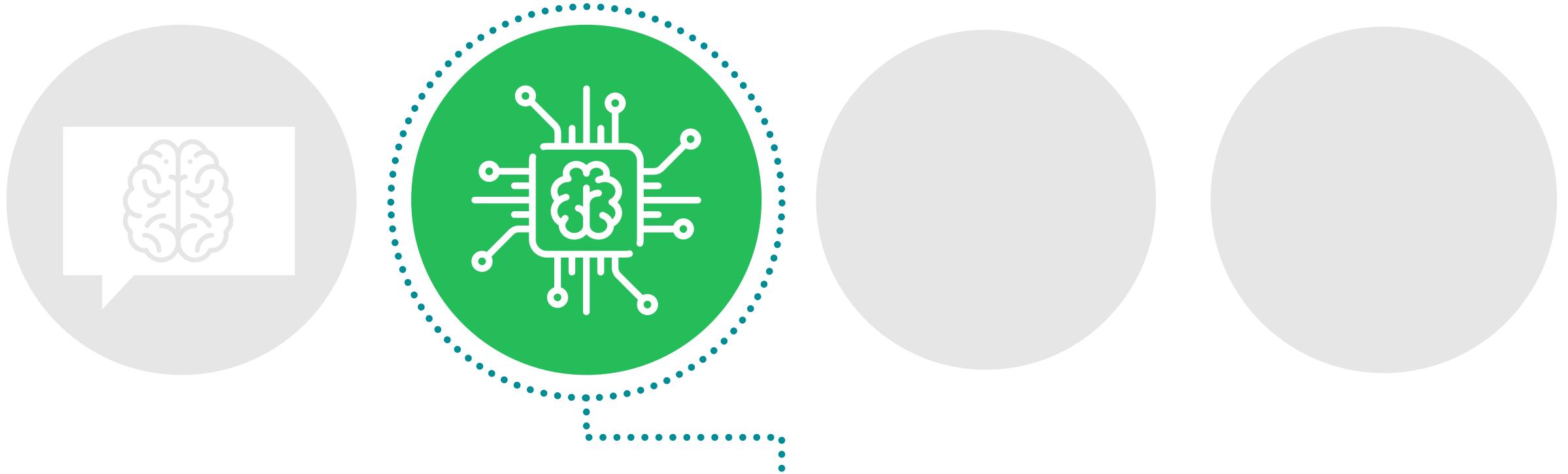


NLU

Natural Language **Understanding**
e.g. Summarising

Hai*

A revolution for human understanding

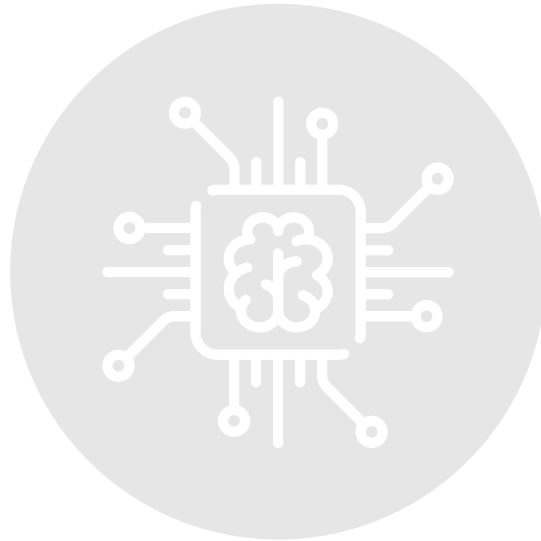


NLP

Natural Language **Processing**
e.g. Part of Speech Tagging

Hai*

A revolution for human understanding

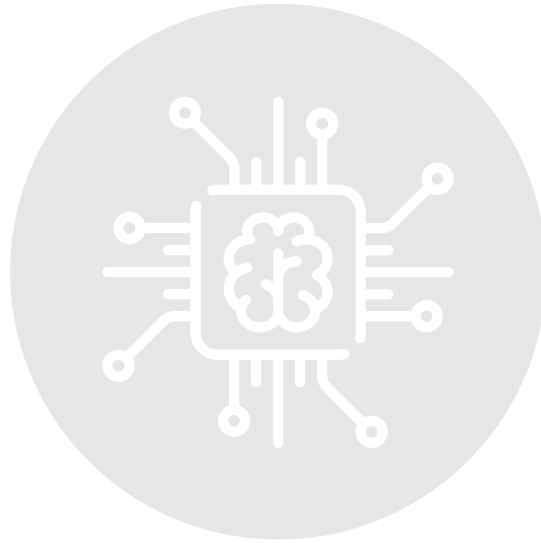


NLG

Natural Language **Generation**
e.g. Automated Content

Hai*

A revolution for human understanding



Machine Translation

Powered by Machine Learning
e.g. Neural Networks & Deep Learning

Hai*

Facilities & Amenities codes to natural language

BETA

51.523777,-0.1607256
HAC79 HAC345 HAC76 RES19
HAC286 BUS39 HAC24 HAC91
HAC103 HAC184
RMA144 RMA207 RMA69 RMA210
HAC77 RMA50



Natural Language
Generation

Hotel Sherlock Holmes

221B Baker Street, London, United Kingdom

Location

Hotel Sherlock Holmes is within a 10/15 minute walk of The Sherlock Holmes Museum. Other nearby attractions include Chessington World of Adventures Resort, Ripley's Believe It or Not! London and Monument to the Great Fire of London.

Hotel facilities

Hotel Sherlock Holmes provides complimentary wireless Internet access, a 24-hour business center, multilingual staff, and tour/ticket assistance. This property features restaurants, a snack bar/deli, and a sauna. Other amenities include conference rooms, self parking, and a fitness center.

Room Facilities

All soundproofed rooms offer satellite TV and minibars. Guestrooms also feature room service, hair dryers, and complimentary high-speed (wired) Internet access

Natural Language Generation + Neural Machine Translation

Hotel Sherlock Holmes

221B Baker Street, London, United Kingdom

Location

Hotel Sherlock Holmes sijaitsee 10 minuutin kävelymatkan päässä Sherlock Holmes - museosta. Muita lähellä sijaitsevia nähtävyyksiä ovat muun muassa Chessington World of Adventures Resort, Ripley's Believe It or Not! Lontoo ja monumentti Lontoon Great Fire.

Hotel facilities

Hotel Sherlock Holmes tarjoaa ilmaisen langattoman internetyhteyden, 24h-bisneskeskuksen, kielitaitoisen henkilökunnan ja retkipalvelun. Tämä majoituspaikka tarjoaa ravintoloita, välipalabaari/deli ja sauna. Muita mukavuuksia ovat konferenssihuoneet, oma

Kaikissa äänieristetyissä huoneissa on huonepalvelu, hissi

Hotel Sherlock Holmes

221B Baker Street, London, United Kingdom

Location

Das Hotel Sherlock Holmes befindet sich in einem 10/15-minütigen Spaziergang vom Sherlock Holmes Museum. Zu den weiteren Attraktionen in der Umgebung gehören die Chessington World of Adventures Resort, Ripley's Believe It Or Not! London and monument to the great brand of London.

Hotel facilities

Das Hotel Sherlock Holmes bietet kostenloses WLAN, ein 24-Stunden-Businesscenter, Personal und eine Tour/Ticket-Hilfe. In diesem Hotel finden Sie Restaurants, Bar/Deli und eine Sauna. Zu den weiteren Annehmlichkeiten zählen Konferenzräume, einen Parkplatz und ein Fitnesscenter.

Room Facilities

Alle Zimmer bieten Sat-TV und Minibar. Die Zimmer verfügen über einen Concierservice, Haartrockner und kostenfreies WLAN (LAN).

Hotel Sherlock Holmes

221B Baker Street, London, United Kingdom

Location

معالم الجذب Sherlock Holmes حوالي 10 دقائق مشيا على الأقدام عن متحف Sherlock Holmes يبعد فندق ! لندن 'Ripley's want it or not' Chessington World of Adventures Resort الأخرى القريبة تشمل منتجع والنصب التذكاري لنيران لندن الكبرى.

Hotel facilities

خدمة إنترنت لاسلكي مجانية، ومركز لرجال الأعمال يعمل على مدار 24 ساعة Hotel Sherlock Holmes يوفر فندق ساعة، وموظفين متعددي اللغات، بالإضافة إلى خدمة حجز التذاكر/التذاكر. هذه الملكية تحتوى على مطاعم وبار أطعمة خفيفة/دبلي وساونا. المرافق الأخرى تتضمن غرف مؤتمرات وموقف سيارات ذاتيا ومركز لياقة بدنية.

Room Facilities

تحتوي جميع الغرف العازلة للصوت على تلفزيون مع قنوات فضائية وميني بار. غرف النزلاء تحتوى أيضا على خدمة غرف ومجفف شعر وإنترنت عالي السرعة مجاني (سلكي)

45 Languages



WRAPPING IT UP

Remember...

- Translation is vital to sell internationally.
- Not all content is created equal:
quality vs. volume vs. customer expectation.
- Look for ROI in technology to achieve strategic goals.
- Neural Machine Translation is a game-changer:
cheaper, faster, accurate translation for travel content, especially commodity content.



Software and Services for Human Understanding

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