



# **PRESENCE**

**TRANSLATE & INTERACT**

**Digital transformation and  
the strategic importance of language (and)  
technologies**



# Who am I?



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# Mission

- Makes languages, meetings and cultures work for you in live and virtual environments.
- Provides innovative translation technologies for your written communications, linking human to machine translation for improved speed and efficiency.
- Unlocks the key to human potential through European Works Councils and The Social Dialogue Lab.
- Co-creates through networking and training that will change the impact you have on the world.

# Offices

- **Luxemburg: HQ**
- The Netherlands: Utrecht
- Germany: München
- Ireland(Dublin): International business office
- France (Paris): Planet Labor shareholder
- Spain (Madrid): independent business partner

# 4 Business lines

1. Meetings, Conferences and Events
2. Translations
3. European Works Councils
4. Training (The Presence Academy and Networking)

# Services

- Interpretation
- Audiovisual Equipment
- Translations
- Note taking
- EWC Meeting Management
- Communications Training
- The Social Dialogue Lab: Conferences and Surveys
- The Counsel of the Wise

# The menu for today

- A. Digital voice and interaction technologies
- B. Digital text technologies
- C. The case for KPIs
- D. KPIs for voice technologies
- E. KPIs for text technologies
- F. Your case? Interactive session

# Let's start with a quote ...

*"If I am selling to you, then I speak your language, aber wenn du mir etwas verkaufst, dan mußt du Deutsch sprechen"*

Willy Brandt  
Former German Chancellor



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# Another one...

*““If you talk to a man in a language he understands, that goes to his head. If you talk to him in his language, that goes to his heart””*

Nelson Mandela



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# BUT ...

"If you can't  
measure it, you  
can't manage it."

Peter Drucker

Jon Stolpe Stretched  
[jonstolpe.com](http://jonstolpe.com)



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# **A. Digital technologies**

## **Voice and interaction**

# Digital technologies

## Voice and interaction

1. Remote simultaneous interpretation
2. Webinars with simultaneous interpretation
3. Multilingual simultaneous interpretation over the phone
4. Multilingual assistance
5. Crowd intelligence
6. The social media

# 1. Remote interpretation

- Your meeting room is too small for the interpretation booths?
- Presence interpreters work from our technical hub and we send the signal to the meeting room.
- **Serving you in your meeting venue with interpreters from our home base**

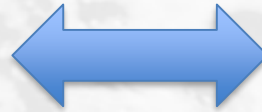
A close-up, black and white photograph of a leopard's face. The leopard is looking directly at the camera with its mouth slightly open, showing its sharp canine teeth and smaller incisors. The leopard's eyes are large and dark, and its fur has a distinctive spotted pattern. The background is dark and out of focus.

**How does it work?**

## Our technical hub

With:

Interpreters  
+ Booths

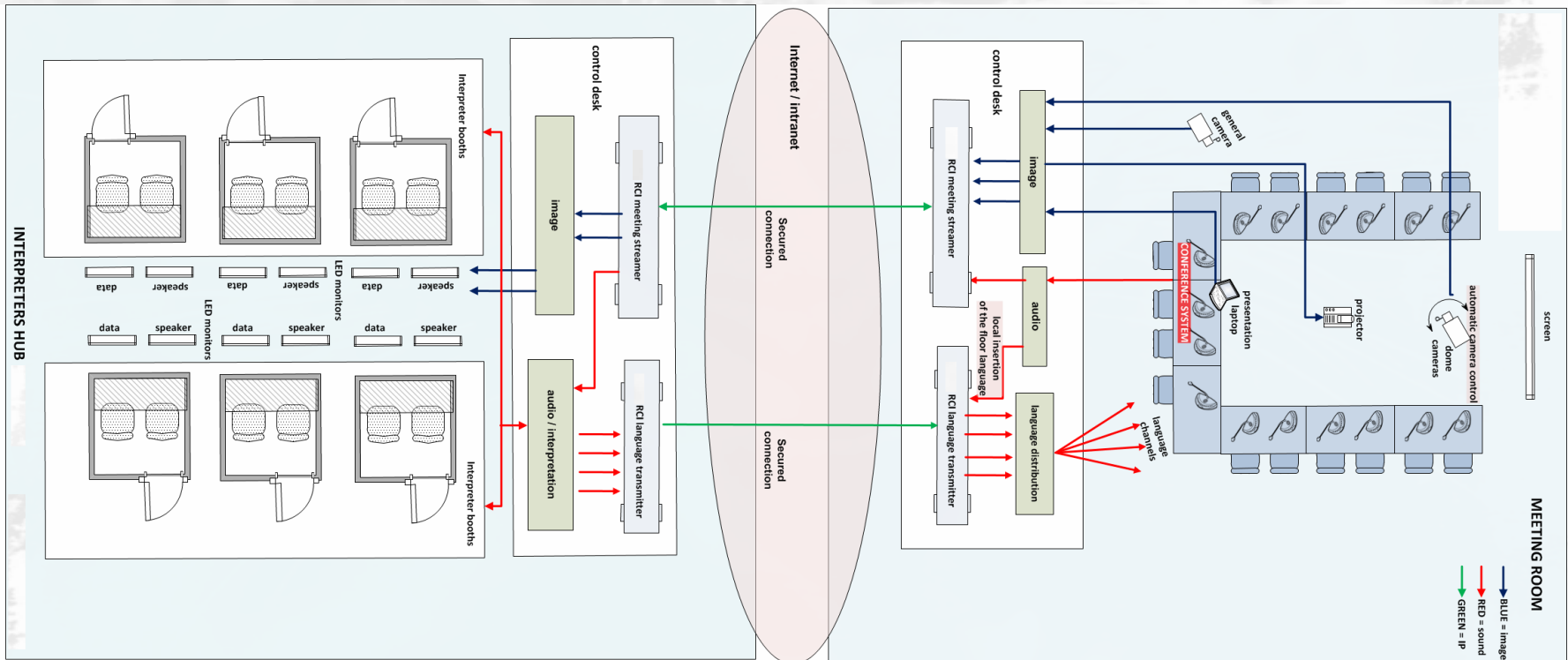


**Remote connection**

## Your meeting room

With:

Your participants  
Microphones, sound  
and headsets



# Advantages

- Participants are present in your meeting room
- Interpreters work from our technical hub with their usual setup (booths, AV equipment etc...)
- Same as “LIVE” interpretation; only difference is that interpreters and most of the AV equipment is remote
- In your meeting venue 1 sound engineer installs a sound system with microphones and cameras
- Signal is sent to the interpreters who can see the meeting and the presentations on high-resolution monitors

**No more interpretation booths in the meeting room**

**Smaller meeting rooms**

**No travel costs for interpreters**

**No hotel costs for interpreters**

## 2. Webinars with simultaneous interpretation

- Today, soaring costs for business presentations are a thing of the past.
- Meet **Presence webinar**, live simultaneous interpretation for multilingual webinars and presentations.
- Our platform combines professional interpreters and a convenient webcast solution.

# Examples of use



Announcements



Financial presentations



Stakeholder updates



Business updates

**Live interpretation for webinars and online presentations anywhere, anytime, in any language**

# Advantages

- People participate from the comfort of their office and listen to their preferred language
- Interpreters work from home
- **People can see the presenter** and ask questions via multilingual chat
- People can see the presentations in their own language
- Fully interactive meetings possible as from November 2015
- Up to 2500 participants

**No travel costs**  
**No hotel costs**  
**No time lost**

### 3. Telephone conferences with simultaneous interpretation

- Presence TALK
- Multilingual simultaneous interpretation over the phone
- Connections via ordinary telephone lines or teleconferencing systems
- People can see the presentation via an internet application

# How does it work?

- When a **Spanish** speaker has the floor the interpreter delivers into the **English** channel
- Spanish speaking participants hear the original speaker



# Advantages

- People participate from the comfort of their office
- Interpreters work from home
- Stable phone connection
- We set up the call for you
- Possibility to record meeting for minutes etc...
- Up to 100 participants

**No travel costs**

**No hotel costs**

**No time lost**

# 4. Multilingual assistance

- On your Ipad, smartphone.
  - Get a bilingual to assist you.
  - Access in 3 mins max
  - Available in all situations
  - Any language combination
- **When travelling or ending up in unexpected situations, you can always express yourself.**

# 5. Crowd Intelligence

- Empowers participants to co-create the next event, so that your audience stays in the loop and can actively set the agenda with you
- Anonymous or Nominative
- Provides a quick feeling of the “mood” of the event
- Encourages participation
- Enhances event relevance

# Easy to use



Have you ever used an iPad ?

- A. Yes
- B. No
- C. Not yet
- D. Once



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# **=> Make events sustainable**

**through digital VOICE and INTERACTION technologies**

- Green events
  - Value before – during – after your event
  - Maximize audience engagement
  - @live – virtual – hybrid event participation
- Empower – engage - analyse**

# 6. The social media

Your intranet and beyond

- images speak louder than words
  - use short movies after each event
  - message from the CEO
  - invite local people to post videos on intranet
  - divided movies per topic (HSE, best practices, worst practices, news, message from the CEO,...)
  - Give your event a face
  - involve people
  - Ask for comments and improve your next event
- **Subtitle campaigns in the languages of your stakeholders**



# **B. Digital technologies**

## **Translations and transcreation**

# Technology with a human face

- Linking the latest technologies to human multilingual creativity
- Cloud-based and collaborative
- Translation memory and terminology management
- Multilingual digital marketing automation

# Multilingual co-creation

- Only 0,1% of all information is translated
- For the 99,9% other, there is simply no budget
- Building TMs and CAT tools to empower all stakeholders to become translators
- => There us a huge untapped potential and it is all about opportunities!



# **Digital marketing applications**

# So much complexity



EPiSERVER

# Save **TIME!**

- **No more** copy / paste
- **No more** email sending
- **No more** file conversions
- **No more** manual input
- **No more** content in the wrong place



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# Increased **PRODUCTIVITY**

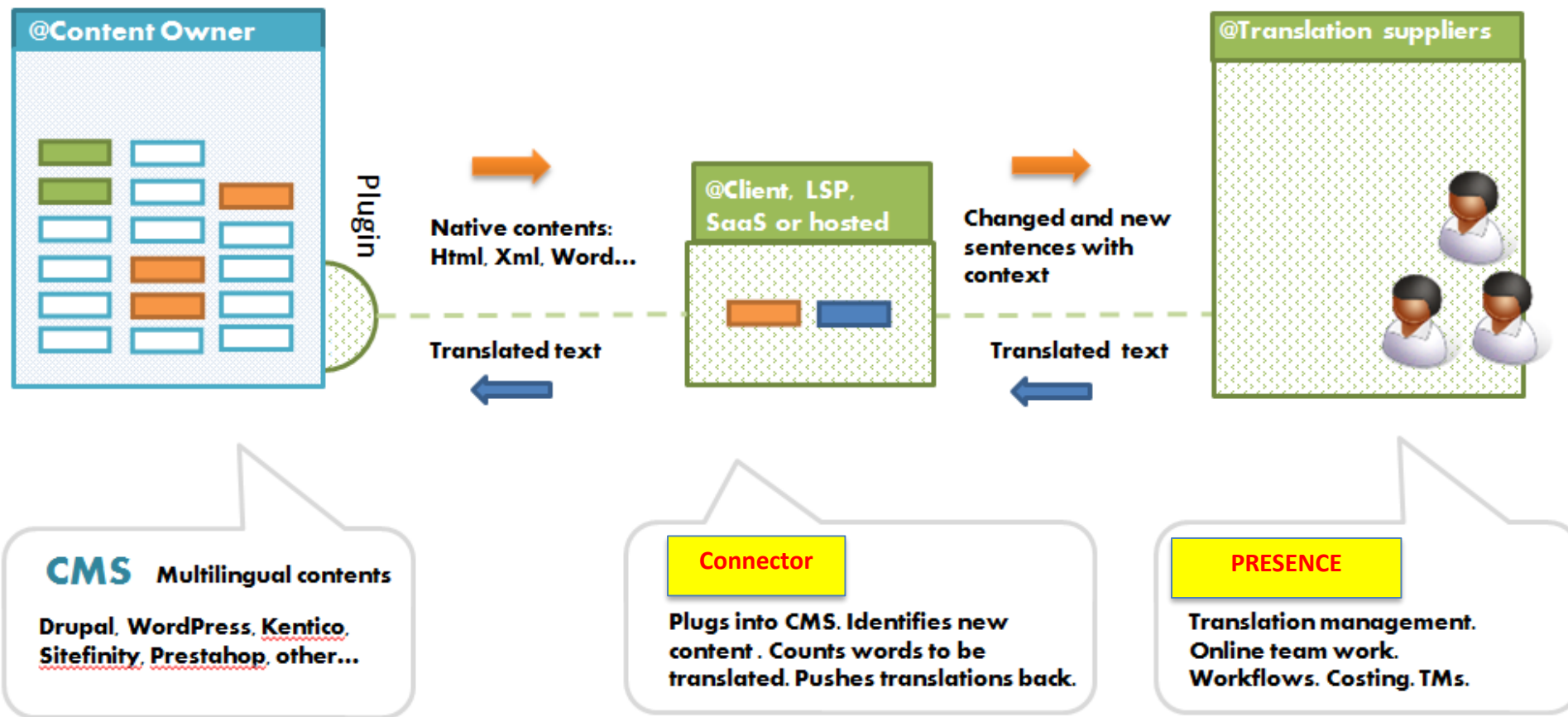
- **Automatic transfer** of content to connector
- Sending of **translation tasks**
- **Importing** translations into your website or

CMS

# Save **MONEY**

- **Pay 1x**, and not more for the same translations
- **Huge volumes:** automatic translations + human post-editing
- **No** administrative costs
- Increase your presence, **NOT** your budget

# How does it work?



# Advantages

- New generation language technology
- Intelligent translation tools
- Workflow automation
- Management of collaborative projects
- Specialised translators– domains and languages
- Supports all platforms: Print, Web and Digital

→ **Customised solutions**



## **C. Key Performance Indicators (KPIs)**

**=> Some examples**

# It's just a fact that...

- Clients prefer to communicate and engage with companies and organisations that speak their own language
- People express themselves best in their mother tongue(s)

# Don't navigate blind

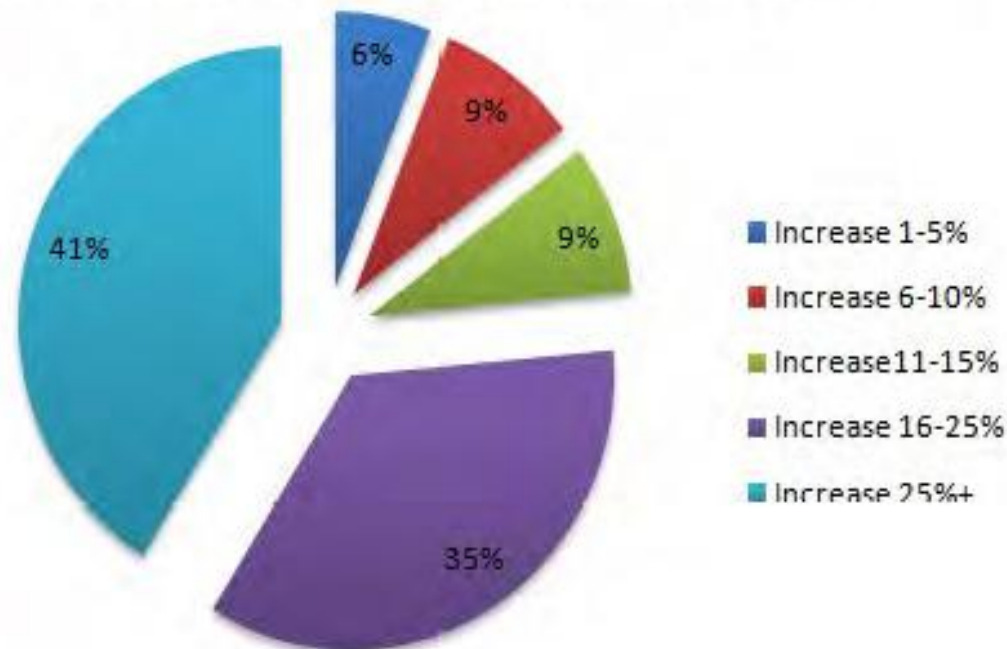
- When using digital technologies, ask:
  - ✓ Which one to use when and for what?
- There is no “one-size-fits-all” and you need to create your personal mix
- A good place to start is to think about:
  - ✓ Which costs you want to reduce?
  - ✓ What could you do in the digital space that you don't do now?
  - ✓ What do you want to measure and how?

# KPI's: what you should know

- Should be part of a strategy: make it a part of the business plan and set targets
- Link data to deliverables: make sure you can quantify what you want to deliver on.
- Don't start implementing before having the necessary buy-in
- Fine-tune and correct as you go

# Language Strategy Management

**Percentage Increase in Companies'\*  
Turnover Due to LMS Implementation**



Source: PIMLICO survey, 2011



**D. KPI's for  
voice technologies**

# Leading questions

- What is my live meeting volume today?
- What % of that could I do digitally?
- What webinars / teleconferences could be improved by digital technologies?
- Do I know all costs for live meetings to compare to remote and digital?
  - Transport of participants and crew
  - Hotel and logistics
  - Time
  - Cost of (technical) equipment

# KPI's for webinars

- **BEFORE** the webinar
- **AIM:** Increase webinar participation through multilingual announcements
- **KPI: Conversion from page views to registrations**
  - ✓ How many people viewed the page / announcement?
  - ✓ How many people clicked through to the registration page?
  - ✓ How many people registered?

# KPI's for webinars

- **DURING** the webinar
- **AIM:** Enhance customer engagement
- **KPI: Engagement score**
  - ✓ Do speakers engage more when simultaneous interpretation is provided?
  - ✓ How many people actually participated?
  - ✓ Which language did they listen to?

# KPI's for webinars

- **AFTER** the webinar
- **AIM:** Lead generation, brand awareness and sales
- **KPI: Number of leads, brand awareness stats and sales**
  - ✓ How many webinar attendees take a next step?
  - ✓ How many people downloaded material related to the webinar topic?
  - ✓ Impact on social media: (re)tweets, shares, blog posts, ...?
  - ✓ Number of leads and closed deals



# **E. KPI's for text technologies**

# Translations & transcreation KPI's

## 1. Project management

- **On-time deliveries?** Has the project been executed against the agreed schedule?
- **Project delays**
- **Average turnaround time** / language
- **Queries:** How many hours does it take to be resolved?
- **Status reports:** accurate and timely?

# Translations & transcreation KPI's

## 2. Quality

- What is the linguistic quality? (number of errors, ...  
! what constitutes an error as well as the acceptable number must be carefully defined.
- Percentage of (technically) compliant deliveries?

## 3. Process

- What percentage of deliveries are on time?
- What are the productivity gains over time?
- Has the process been improved? (Innovation is difficult to measure, but there is evidence when turnaround time increases, cost decreases, or quality increases).

# Translations & transcreation KPI's

## 4. Cost

- Are the project budgets respected?
- Are cost savings occurring over time?
- Are invoices accurate and on time?
- Are orders processed correctly?

# KPI's for translations & transcreation in digital marketing

## 1. Brand awareness

**KPIs:** Click-through rate, impressions, clicks, placements

## 2. Engagement

**KPIs:** Average time spent on page, bounce rate, pages per sessions, newsletter signups

## 3. Conversion

**KPIs:** Whitepaper downloads, newsletter signups, view-through conversions, leads, sales



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**Innovation  
through  
digital technologies**

**Empowering anyone to communicate anything  
anywhere in any language**

Merci thank you tänan akpé akiba vinaka dankewol gracie  
gracias merkzi 𐄂𐄂𐄂𐄂 danke ευχαριστώ mahalo toda  
dhanyavad köszönöm **grazie** arigatô tanemirt obrigado  
감사합니다 tenki spas gràcie marahaba meharbani tack 𐄂𐄂  
𐄂𐄂𐄂𐄂 go raibh mile agaibh **dank u wel** Cảm ơn bạn

*Peter Van Den Steene, CEO, Presence*

# F. Your case?

- What do you measure already?
- What would you like to measure?
- What measurement tools do you use?
- Do you see the advantages of language KPIs?
- Could you build a case for the use of digital technologies and ROI?