



ALL GRADUATES INTERPRETING & TRANSLATING



Videoconferencing helps translation agency speak the same language

BUSINESS NEEDS

All Graduates Interpreting & Translating specialises in minority and emerging languages and Auslan to a client base situated primarily in Victoria and NSW. The company prides itself on its ability to supply interpreters who can translate even the most obscure tribal dialects at short notice. For this reason, many public hospitals, government departments and corporations have come to rely on its services.

In 2004 the company launched InterpreterLine, an ancillary company, to meet and manage the growing demand for telephone interpreting services – a fast alternative to sending interpreters onsite.

Soon after the foundation of InterpreterLine, the company planned to introduce web-based videoconferencing to its service line. However, they were unimpressed by the systems they tested, finding them unreliable.

“We trialled webcam software from several well-known brands, on and off for several years, but in the end our staff were reluctant to use it,” explains Ismail Akinci, CEO, All Graduates Interpreting & Translating. “The quality of the sound and image was patchy and the two often fell out of sync, which hampered the way our interpreters work because they don’t only listen – they sometimes also need to observe visual cues and body language to ensure they interpret accurately.”

The company aspired to broaden its market beyond its Victorian and NSW base by making specialist interpreters available for jobs in regional and rural areas, and nationwide. However, it was restricted by the long distances interpreters had to travel to attend jobs in person.

“Travel time reduced the number of jobs an interpreter can be available for each day, which meant last-minute jobs for high-demand languages such as Greek, Italian and Auslan were difficult to assign.”

In addition, interpreters’ travel expenses are charged to the client, regardless of the length of the job, which increased the overall service costs for clients in rural and regional locations.

BUSINESS ISSUES

InterpreterLine wanted to introduce a web-based videoconferencing service to expand its business nationwide and make better use of interpreters’ time. However, it struggled to find an all-in-one system that matched the quality of face-to-face communication.

SOLUTIONS

The company introduced 12 TANDBERG executive desktop systems, as well as the TANDBERG Management Suite to manage its entire network from the Melbourne head office.

RESULTS

Through more efficient use of interpreters’ skills due to decreased travel time, the company expects to boost its job capacity from 400 to 600 daily bookings by the end of 2009. Clients enjoy reduced costs through the elimination of travel expenses from their bill.

FUTURE

In 2009, the company plans to introduce TANDBERG’s PC-based webcam, Movi, to connect interpreters to its clients using videoconferencing systems from any location, further increasing their job capacity.



SOLUTION

Bringing people together, faster

To broaden its market and fulfil its goal of providing an interpreter for any language anywhere in Australia, the company began its search for a reliable, high-quality videoconferencing system.

“We tested several different enterprise and web-based systems,” says Akinci. “We chose TANDBERG because it was the only complete solution – others offered only part of what we needed, but TANDBERG had the whole package.”

InterpreterLine’s new suite of 12 videoconferencing units are managed by the TANDBERG Management Suite, which lets the company centrally manage its entire videoconferencing network and infrastructure from the Melbourne head office – including directories, booking and software updates for onsite and remote video systems – through a web interface.

The systems are set up at client sites at a fraction of the time and cost of sending an interpreter in person, as Akinci explains.

“Our interpreters can be linked from any InterpreterLine office in Australia to a regional location with a TANDBERG system, which means the client and the interpreter can be linked more quickly and at shorter notice than ever before.”

BENEFITS

While its clients enjoy lower bills, InterpreterLine looks forward to greater job capacity through more efficient use of interpreters’ time.

Increases job capacity

Interpreters who specialise in highly sought after languages can now take on more work, helping people from different cultures communicate across government departments, hospitals, schools and businesses.

“For example, there are only a handful of interpreters in Australia who understand Chin, a dialect spoken in Myanmar,” says Akinci. “With our TANDBERG videoconferencing system, interpreters are more widely available to our clients and we’re making better use of a limited resource. As a result we expect to boost our job capacity from 400 to 600 daily bookings by the end of 2009.”

Crystal-clear interpretation

The quality and synchronicity of the image and audio, and the ease of set-up make interpreting over videoconferencing a fast and simple process.

“The TANDBERG system is sweeping our clients off their feet,” says Akinci. “They’re astonished at how easy and fast it is to connect to an interpreter, without any deterioration of voice or image quality.

“The video and sound is of such high quality that it doesn’t compromise the way our interpreters work. It’s like they are in the same room, interpreting face to face.”

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Contact TANDBERG today to learn how our solutions can support your business processes.

Email us at tandberg@tandberg.com.



BENEFITS CONTINUED

Revolutionising the business of translation

According to Akinci, the company's new videoconferencing service is revolutionising the industry. It gives clients the peace of mind that was missing from the telephone interpreting service.

"Actually watching the interpreter as they work gives the client a sense of security and peace of mind, which really matters on certain types of jobs," says Akinci.

"People often get edgy, especially in medical emergencies or complex legal situations. They wonder, 'Who else is listening in? How can I be sure the interpreter really understands me?'"

"Videoconferencing reassures them because it's as if the interpreter is actually there. When the customer sees an interpreter who is – in many cases – from the same cultural background, they grow in confidence. TANDBERG helps us deliver the best interpreting service possible, so everybody benefits."

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