Interviewer: And the first thing I wanted to ask you individually to tell us, sort of to warm up, is… to tell us one memorable anecdote or event that you have with technology that you want to tell us: the impact of technology can be something you know about machine translation, it can be something about any other technology, even CAT tools, that it has… that you remember it because, it's memorable. It's just a warm up, this might not appear. Anybody has an anecdote?

Alicia: I can tell you. When basically Google deployed, you know, around the year 2016, I think it was 2016, 2017, the new kind of Google translate and Turkish went from being complete rubbish to being acceptable, but, like the leap, was remarkable, and because I was learning Turkish and I was in Istanbul and, I mean, I had never relied on Google translate, I mean for me, it was kind of like useless to even try. And all of a sudden, from one day to the other, I mean we were all in awe at the fact that it could actually produce something that could be used. I mean, of course, I mean, it needed post-editing and all that. But it was really… And I know people that had been working on creating a model for Turkish that were basically blown out of the water, like, I mean all their research. And you know, the preparation for that product was basically out of date compared to what Google had been working on in the background. So I remember that day because we were all kind of texting each other about it, you know.

[She laughs]

Interviewer: Yeah, very interesting.

Pilar: Yeah, maybe I can. I remember a few years ago when suddenly we, I think, was the one of the biggest projects. The client said, I have 7 million dollars I need to spend them in like 12 weeks. And we said, hmm, right. So we did. So really, it was amazing to deliver I don't know 65 or 60 million words in 12 weeks into 15 languages. So it was kind of training data. But it's still we needed to kind of like, you know, kind of like, do all the steps a little bit of the review. But how the technology was used, and how the CAT tool really helped us with that it would have been unbelievable about, you know, maybe 5 or 6 years before it was just possible. So I was amazed that we could do it. So it was really big. Now it is really common. But I think this it was about 7 or 8 years, I don't know, a few years ago, anyway.

Interviewer: Two weeks? Sorry…

Pilar: Yeah. So that was like TMS, you know, one of the TMS, so it was like dispatching and people picking it up you know, from before we used to send emails who would hand off every everybody was coming to get the work. So that was that was after like, wow, this is not possible. But it was, and it wasn't so dramatic. So now it's really common. But few years ago it was pretty much challenging.

Inés: Yeah. I have an experience as well when I introduced machine translation, when my former employer was not very, [She laughs] very well-versed with technology of this kind. We didn't have it internally, although afterwards we did have one internal engine implementing it for the first time with an external vendor, and really documenting all the process of customizing an engine for issues and seeing the results. I think that was quite memorable, because everybody was not given any kind of reassurance, so they thought I was mad in the first instance, you know, so I think that the leap from going, translating word per word, with hardly any CAT tools to producing a high number of words in machine translation and saving so much money in the unit was really one of the things that probably most proud of, you know, when I did that back in 2015 it was. So yeah. So it was quite a few years ago. I mean it doesn't. It doesn't sound like it is too long ago. But I mean in terms of technology and how the industry has moved on, it's like a last century. Right?

Interviewer: Linda, do you have an anecdote?

Linda: Yes, definitely. So I… We have this one client, who, you know, at some point in time refused to talk about machine translation and anything related to, you know, like more kind of automation. But recently they came back to us and they said, You know what? We wanna look into generative AI copywriting, you know, writing copy and so forth, and for a number of their brands, you know that they have. So you know, it's just like this happened probably 2 months, you know, there's a difference of 2 months here where they totally refuse to talk about it, and they thought it was a mistake to, you know, to coming to us and saying, Hey, you know what we need your help. Let's talk about this. Give us pricing. Give us, you know, ideas of how you can handle it. So yeah, that's I find that just incredible, you know, because also, it's just the speed. You know that the speed everything is changing and it's, yeah, it's incredible to see.

Interviewer: And do you know why they change their mind so quickly?

Linda: Well, there were. So there was… there was a conference that we organized at my company that they attended, but also so we have been kind of, you know, giving them ideas, and I think they heard you know about like, because it's right now, like generative AI. It's just like bombarding everybody. You know what I mean, so you cannot get away from it. And you know probably adding the 2 things together also. In terms of the fact that they can. The learning can lead to pay a lot less. The times…

Inés: Oh, I think we lost her.

Interviewer: We lost you.

Linda: I don't know at what point I think. I don't know at what point you lost me.

Interviewer: I think it was towards the end. So think, oh, I have muted myself now. And so the first thing I wanted to ask you is: How do you think Automation in general so this includes CAT tools, MT, and any really crowd sourcing in terms of being able to do it through a tool, like Pilar was saying, how has this change the work environment? So not only the people, but the work environment. Well, you're all working from home, for example. Right?

Inés: Hmm.

Pilar: Yeah, definitely. I think. Yeah. One thing is working home, which I think I got used to it and I like much better than maybe going to the office these days. I think everything moves faster. So I think maybe that crafting job about translating and doing everything really kind of carefully, and all that. That's going much faster. Everything is moved faster in the kind of project management is faster. Everybody wants the content out there. There are so many millions of words. Some clients say, Oh, I don't have time for copy-writers there. This generates with GEN-AI, and then you guys kind of check it because I don't have those 2 weeks. So everything is. I think this is LLMs and all that has accelerated everything so much still. There might be a bit of paralysis, but there's so overload of information and I don't know if everybody knows where to go. I don't know if we any of us know where to go, and also we haven't invested so much in the end at TMs for 20 years, and there's a lot of money invested there. So what do you do with that? So you need to have a plan to be able to reuse that data, I guess, before, yes, throwing it all away and say, yeah, I'm going to do everything with GenAI. So I think Everything is faster. Yeah. And yeah, I think that's it. Everything is much faster for all from project managers, from translators and there's kind of like sense of urgency, that you need to do something about this. For example, LLMs that started last year. They need to do something, but maybe nobody's very clear, and this some kind of like a concern which it is kind of real. I think we need to take into account. So that's my view.

Inés: Yeah. If I can piggyback a little bit on what Pilar is saying, I think I think it has. It has definitely provided more velocity to the process itself, but at the same time it has brought a lot of complexity to it. And I think that's what it has changed the complexity of training, perhaps new people in the team, perhaps new translators. Because, there's a lot of tools but the lack of integration between machine translation, internal teams, tools. I think the level of complexity sometimes is a bit under evaluated or under estimated when implementing a solution for it. And I think that's in my view, in the latest years, I think that has been one of my biggest road blocks. Really, although it has brought many advantages, I think the lack of integration lack… sometimes adds time unnecessarily, you know, and complexity.

Alicia: I can bring the perspective of working with many different companies cause, I mean, I no longer work for the one. And so I mean, I remember at the time where we were deploying machine translation in ABC that was more than 10 years ago. When, there was this excitement where we were able to use, you know, machine translation and deploy it, you know, across 27 languages, you know, with marked on content, you know, for a really big client. And you know the post editing efforts back then, and we're talking about 2012 now, I mean, if there was a lot of kind of brainstorming, and what is this gonna do? I mean, And how are we going to integrate these and that and the other? And I've realized now, I mean working with different companies, that what Inés and Pilar are saying is very real. You are dealing with people that are managing projects and sometimes, you know, like the CEO of the company kind of says, well, my team of project managers is not very innovative. I mean, they're not innovators and it is like, no, because they are problem solvers. They are all the time focusing on everything that's going on, and all the moving parts, and, you know, find time for innovation then, I mean, when you're actually, you know having to fix stuff, I mean, and the client is expecting delivery and all of that. So, of course, the way that that this thing has transformed is that there is much more automation than before. Things can happen at a speed that you couldn't even imagine before. But you still need people that are involved, and all those people are doing is making sure that nothing actually breaks in the in the process. So the fact that the automation happens is great, the fact that there has to be human in the loop in managing the projects and basically translating and post editing and everything else. It's clear that humans are still involved. But like the problem solving keys. I think it's kind of taking over a lot of the time. So you know when it comes to trying to figure out. I mean those brain storms we had before. I mean, and the fact that we were in an office was useful because, I mean, you could actually like my, my, my office, at ABC when I was in the office was like Houston station. There were people coming in and out all the time. How about this? The solution architects rolling in and the whatever the business unit manager coming in like, we were kind of thinking, what are we gonna do? Now, it requires a zoom link or teams, or something like that, people are unavailable. You don't have the time. So that kind of brainstorming, I think has lost quality somehow. And then I mean, when you're trying to see you know what is the best combination that you can put together for client solutions. Either you deliberately take time out or you have people that are only doing this kind of thinking, which is a kind of like a luxury from a cost perspective or and a lot of things are not basically evolving the way they should, because it's always under stress. And then there's this level of fed-upness, I mean, I would say, because I think that the translation industry has always been quite conservative. I mean, like, there's the people that are the innovative and pushing boundaries and all that. But I mean, like you talk to the translator contingent, and everybody is always very sort of afraid of change. So I think that we are like the way that things are happening sometimes is not really conducive to convincing people who adopt certain things because all they can see when they accept the project is a pile of problems raining on them. And when you know when people that are in charge of building supply chain and transforming the supply chains, and you know, communities and all of that. I mean, they need to build this kind of like cheerleading elements into the traditional vendor management, because I mean, people like to retain people. I think it's difficult. It's difficult. I mean, it's difficult. And it's not just related to the payment. I think it's related to, How many problems do I have to endure when I'm working with you? Despite all the automation and all of that which I mean, I'm always been, I've always been a fan of technology, and you know, and I continue to be. But yeah, I mean, I think that those are. Those are the main challenges.

Inés: Hmm.

Linda: I think, like with, you know, with any disruptive technology that's coming in, there's always the sense of fear. I find that obviously like let's say with MT or you know, or even TM, you know, when it came into the picture like, you know there's so much an opposition. There's always opposition right? From, let's say, from the translators most of the time, because they're gonna lose their job and then internally like, if you're working for a translation company you know, you have to sell the concept to a lot of people internally as well. So there… There has to be like a lot of there has to be a lot of selling left and right, you know of these new solutions. And obviously that happened in at each of the stages, like with TM, you know, initially, and then with MT, and you know now with GenAI as well. Yeah, I find that you have to sell the concepts, you know. There's excitement, there is fear. But you have to sell the concept of using the technology? So…

Interviewer: I don't know if somebody wants to add anything else.

Inés: No.

Interviewer: And I wanted to ask you. I think you have explained a little bit when you answered the previous question. But how the industry from your experience is using technology such as machine translation and post editing. Some reports say that although it is used is not general, it's not like 90% of projects and if you could a little bit talk also about price, time you mentioned, but if you could talk a little bit about price and time pressure involved in this use of technology. So to recap how the industry uses the technology, such as machine translation, post editing or GenAI and what are the price and time pressures involved in using this?

Inés: Hmm. I can start if you want. In general, and I've been away a little bit for nearly a year now, but in my opinion, it's not coherent, it is not standardized. Some people are using it very well. But I think, and some other people are not using it at all, or to their advantages. Just to give you an example, I think, I mean the technology and the tasks are so different now for a translation company to do. But we're still charging our customers the Trados grid, you know, per word or per hour. I mean, I think that the activities and the nature of the tasks that are needed are not matching very well with the actual payments that we are providing when we're asking our customers. I think that's a question that I kept asking when I was a translation buyer. That was the question that I was always asking all my suppliers, you know. I mean, we're still charging per hour or per word on something that it doesn't really match that effort. I know it's difficult. I don't have the answer to it but I don't think a lot of providers, or even customers, have had that inventiveness or ideas on how to adapt that kind of activity charging, or activity effort recording to the new activities. If you know what I mean… completely. So I don't think we're using it very effectively, because of it. Because we're still have that frame of mind of, we're dealing with words or hours, or that, you know, when in reality there's a lot more than that, you know. So I think that was my last thought that I had when I was working in my former employer like [She laughs], how can we change this industry wise? And I didn't hear it from any company, or any customers, or any congress, or anything, you know. I don't think the question was being asked, either, you know, soon enough or often enough. I hope I explained myself correctly. [She laughs] You know what I mean.

Interviewer: Yes, you did.

Pilar: Well, maybe and I forgot. Oh, what was the stuff, the question… Oh, who is using that?! I think from my experience, and I've been in the same company for long, long time, but I think the bigger the mega tech they all use it, and they use it widely, and they have really not all of them, but in I think many of the kind of top 5, 10, they use it really widely. They use it almost for everything, and they almost release everything without almost without post-editing, some of them. And then they get the feedback from the kind of users or say, for example, from people that use the platform to work, or people that kind of use the platform to buy. So. But you go down, maybe to kind of tier 2 many of them don't use it. Many of them don't localize into many languages, some of them. Tier 3, maybe. Yeah. Maybe the MT is not so good for the effort, that's my experience. But I think the top ones they use it quite widely, and that really super integrated workflows. And I think it will continue like that with NMT plus LLMs to support or to enhance whatever. But I think some of them have a very good setup. Then on the pricing, I don't know much about that part. But if, yeah, without a better way to pay translators, and we need to compensate them somehow. So I don't know how.. Maybe that's it doesn't need to be by word. It needs to be by documents and based on the feedback. But that that seems to be complex to articulate. So yeah, I don't know. I don't know. It may be all but no, I do not know if anybody has come up with a new business structure, it seems to be very hard and we can somehow put ourselves into this TMS system and this is forecast system, and it's very hard to get out that. How do you break that? Maybe just forget it. You don't do localization, you do GenAI + plus human in the loop feedback. Are we ready for that? Maybe not is a bit crazy to go, is a little bit of that, and time pressure, I guess, it is faster all the time. That doesn't necessarily ever changes for most clients. It's like, you know, because they have more volume, and that doesn't change. It seems to be always if you can do it a little bit faster. Because I guess the content leaves so little, right? Everything's like, you know, it's so useful only for I don't know, X depends on the content type X amount of time.

Alicia: From my perspective, I mean to get this right is almost like the Holy Grail, you know, because when you are when you are looking at all the old, you know technology companies, I mean, they are now, you know, private equity backed. And you know, private equity is looking for these companies to completely reinvent themselves, I mean, and in in the vast majority of cases these are people that don't understand the translation services industry at all. And the like the CEOS of these companies are being appointed by the private equity. So basically, these are people that are coming from outside of the industry. So of course, I mean in in terms of you know, building. And you know, AI into, you know, TMSs that have been around for a while and completely revamping the products. I mean, you're going to have to invest a lot, I mean, and to get that return is very hard. And this is why I mean some companies that started with technology have incorporated services, you know, like SmartLink. For example, because I mean, there is there is a ceiling as to what you can achieve only with technology and then, you know, to build a Dubai, I mean, and to integrate all of that when people have invested in the system like Pilar was saying. I mean, it's sometimes it's very hard to say we are just going to back off, I mean, look at a company like Lionbridge, I mean, they, it had always used proprietary technology and now they have licensed Phrase, you know. So I mean, they have changed from building their own proprietary technology to basically adopting another one that has rebranded, I mean because it used to be something else. You know, MemSource. And now you know, it's Phrase. And now you know, I mean like the CEO also came from outside of the industry. So you, seeing the this plan more and more and I mean and this is why this combination of building your own technology, adopting commercial of the shelf technology and making sure that all those pieces are working together and from a language perspective, knowing that you know there are different advances in different tiers of languages. So for some, you know, this system works better for this other one, this system works better as well. So the effort of integrating all of that needs to be built somehow into the pricing which leads me to the topic of pricing this thing of the word and the way that we used to, you know, deal with CAT. No, you know, fuzzy matches, high Fuzzies, low Fuzzies all these was arbitrary. Somebody one day came up with this. And we don't know who it was, and we started using it extensively, and we agreed that was a standard. I mean whether it was an accurate standard or not, who knows but now, I mean, I think that it's more about you know, managing, you know, managing a work flow that delivers an outcome, I mean, and that's why more and more at trying subscription. I mean, I'm trying to encourage, you know some people to just basically take the plunge and go for a subscription. Which means, like, if you give me, you know, 20 million dollars of your business. We can figure out a way, you know, to price that in bulk, considering everything that we have to do in order to deal with your content type XYZ, and so on and so forth, rather than counting this you know words that don't mean anything at all anymore. I mean, it doesn't to the translators. So I mean figuring out you know what it is like. You have this budget, I mean, and this is market driven, it's not a cost plus system or anything like that. It's totally market driven forces. So you have this budget in order to deal with this content, what are we gonna do in order to deliver this and try to figure out a way that is basically dealing with that chunk of business like a chunk of business, I mean, and you could you could attach resources to that chunk of business and say, this is the compensation that you're going to perceive and it would be a lot easier than trying to come up with this kind of like crazy stuff of like the administration involved in that is just a killer. It's a killer. It's a killer of business, because at the end of the day I mean and I'm telling you this now that I am almost 10 years, far removed from that of corporate positions in a big kind of language services company, at the end of the day what we're delivering is professional services. It's professional services. It's professional services, like financial services or legal services, or all of that. And nobody in the finance world would think about well, I mean, because I have to make all these calculations, I'm gonna charge you, you know, per figure that I'm using. Yeah, I mean, it's like, actually, you're solving a problem, I mean, and this is the cost of solving this problem. So I think that we need to start applying a little bit more of this kind of that enabled service's mind set as opposed to sticking to yeah, writer, and you know, and words and pages. And I mean, I think it's just time to think a new.

Linda: Agreed, agreed. But I'm just wondering, you know. Like, if you take you know, let's say we have 100 buyers right now who are looking for, you know, solutions, translation, solutions, MT and whatever and they do RFPs… the way to measure right? you know, like, compare all these other vendors you know, that are applying for, for you know, for the RFP to win that business like out of those 100. How many of them are gonna say, okay, you know what you can. Yes, be more creative. Come up with something different. It… You know. I find that the like. I don't know how many years it's still gonna take before we phase out, you know, of this sort of setup. And it's real, like I wish I could say no. But if any of you think about you know the last 10 potential buyers that you had to, you know, you had to provide, you know, your proposals propositions you know, quotes, or whatever you know, or RFPs, the comparison is gonna be like that. It's gonna be written exactly like that right? Words, hours, you know, like this, this thing that we had set up ourselves for, right? Alicia what you're saying, I understand. But yeah, I don't know how.

Alicia: It's a little bit of it's a little bit of you know, I mean the education or the or the influence that that still needs to happen, because the people that are holding the jobs that are writing the RFPs belong to a generation that has not reskilled and probably won't, because if they are 5, they 5 years away from retirement, they they're just gonna say, you know, I mean, don't teach me a new way of writing RFPs, I'm gonna write RFPs like this, and then I'm gonna retire. Thank you very much. And so I think that, like the fact you know, I mean you, you have. I mean, if you have this type of conversation with CEOs. I mean, they are receptive to something like this, but the person to whom they delegate all of this decision-making they have not been reskilled, and they have not been motivated. They don't have any motivation for changing. I mean their KPIs are try to save me 25% next year. And they are doing it with whatever skills they have. they are doing it, whatever skills they have, which is words, and can you reduce the Nordics, and can you do this and can you do that which is the same old same all for the last 30 years. And so I think that it is an issue when we are looking at all these advances, and then, from an administrative point of view. We are still behaving like it's 2001. And so. Yeah, I mean it. It is a challenge. I hear you. I mean, I think I think that you are right, but I think that if these conversations had you know… I remember one particular case where, with one very large client, and it was the year 2009 2010 when we were not at the point where we are now. But I mean, we were kind of saying, what are we doing here counting, you know, words for 105 languages, you know. I mean, with all these drops of content that come, for, you know 35 different products on a daily basis. I mean, we have a supply chain of thousands. And we all have to issue POs and issue POs in the thousands. So why don't we just do, you know, something like quarterly PO a quarter-po for 5 million and then we just, you know, I mean, recalculate the difference once we have all the data in the system. But let's do it once a quarter once a quarter, not every day. Right? So if we could have this type of conversation with senior decision makers in 2009, 2010, I mean, I'm just wondering how come those conversations are not possible to day. Or you know what has changed in the in the quest for a better way for everybody or is it that, you know, I mean, something has kind of broken down. I mean, It's not gonna work, you know, with all with all clients. I mean, I like I speak to some companies that are small companies that are talking to the guy in a medical devices factory who is 62 and he's still, you know, thinking in in, you know, very old fashioned terms. I understand that that's a challenge. You're not gonna change that guy, you know. Then I mean, if you choose to have this guy as a client you just have to deal with that. But I think that for other types of clients, I mean, it should be possible to have this conversation. And I and I think I think that sometimes we are thinking of this Big Bang moment. My approach is always very practical. Let's try a pilot. Let's try with this. Let let's start with this and if the result is good, that means we can go bigger. But I mean, let's overcome the fear by, you know, by just dipping the toe in the water, and let's see, before we actually stick in the whole leg. And I think that if there was more of that happening, I mean, I think that some companies out there they are really trying, I mean, and if they succeed, they're just going to gain market share.

Linda: I think. I think right now, like when I look at

Interviewer: Linda can you place your microphone closer to your mouth?

Linda: That's gonna that's gonna help us.

Linda: Can you put the microphone closer to your mouth? Maybe?

Linda: It's right here. Okay, can you hear it? So now I was saying, like, I think right now, GenAI is like so disruptive that I think whatever models, all models we had. You know what you're talking about Alicia, so forth. That's gonna give it a huge kick, you know, and we will have to reinvent a lot of things in a lot of this pricing approach to pricing approach to you know, even RFPs and whatever like I feel like, it's already just the last few months it's just kicking, you know everything, whatever we thought before, it's just changing it, you know. So maybe it's gonna be a lot faster than we think you know. And I think whatever happens, or whatever even has happened before, you know, if we're if we're trying to apply these new kind of ways of looking at, you know, selling, you know, translation services to our buyers, and whatever that also has to be transferred to the translators like, how are they gonna get paid, you know, cause that's a huge crowd. You know, we're talking about, you know, millions of buyers but we're talking about a lot more of the translators. And that crowd is, you know, some people are gonna buy into, you know, changes. And some people are not gonna be so keen. Right? And it's gonna take a huge amount of effort.

Interviewer: Maybe to concatenate with this idea, Linda, what are the new roles that are emerging, new profiles. And what are the new practices that are emerging because of these changes?

Linda: Well, obviously, like, if we're talking about generative AI, it's, you know, creating the content. And then, you, you know, machine creates the content. But then you have human post editors, QA, right? So that's it, yeah. It's post editors. Right? That's the new approach. You're no longer. You're no longer creating anything from scratch. You're just you're just editing your QA.

Inés: Yeah. but that's not new. I mean, post editing has been around for quite a long time, I think. I don't know. I don't. As I said, I don't work in the service in industry for a long time, but I think I think more if we look at now and the future, maybe it's not there, as you say, and I mean you, you, Linda, you can see it every day, and perhaps Pilar but I think I think what you will have to develop in order to do something like Alicia was proposing, which I think is the way forward, and that was what I was coming from. The industry has not adapted the roles of the translators, how we do RFPs, how we charge our customer how we buy from customers to the technology. And I think, and I think if we I mean, it's going to be… change is disruptive, and disruption takes time, but it takes just one person to go and do it, and really understand how things are. I think if we go back to the role of translators, I think translators should not, should be more than just a post editor. You should be the owner of the quality process, and merging through something that can deliver that final project, you know, not only being under a language person, but also understand the technology way more in depth to be able to anticipate issues and put the skills of management into it, to be able to deliver to your service providers the way you, you finalize the last one, I mean. I think we're still going through how we sell quality to our vendors, to our customers as well, is like post editing and then extra proof reading, or less proof reading. I think we the way I see it, and I don't know but the way I will see it, and I would like to see it evaluate in the future will be the more hybrid role going into it and trying to get the translators more involved in technology, understand the things way more, and not only having language as your main skill, you have to have more skills. I think I think the traditional translate or just knowing about language and a little bit about CAT tools will not work in the future.

Linda: No, agreed. And I think it's… agreed. And I think it's also like being more strategic like helping that client, even if you're a translator, right? Helping that client with their growth strategy, you know, like whatever market you're working on. It. There is. It's not just, you know, translating words right?

Inés: And technology, which you will be surprised how many translators know very little about technology. And you know, and I think that's really a disadvantage for this type of translators, you know. I follow quite a lot now because I am a freelancer, and I do some language work, and I follow some people on Twitter. And oh, my God! The things that I'm seeing from very, very experienced translators. I'm just, and I say. I mean, you have to change your frame of mind. I know it's hard, and we all like to have quality, but we need to adapt as well. Otherwise it's just not gonna work long term, you know. In my opinion.

Linda: I actually don't know you, so I don't know your background, and I do not know, if you can say two words just for my own sake, cause

Inés: Sure, sure. I have been for many years trans translation services buyer for one technology company. I have worked in the service company as well in the vendor side for many, many years, and now I'm semi-retired, so I do some language consultancy, and reviews for client for direct clients. So I have seen the industry from many different perspectives, you know.

Interviewer: Pilar you were going to say something.

Pilar: No, yeah. Yeah. I see a new role. I don't know if it's a new role, it's just some translators might become… Only become annotators, and we need to be prepared for that. We see that already happening for large, big clients so annotating yet for accuracy, annotating for ethical content, annotating for responsible content. So all of that still is going to be a big job out there, for those LLMs if ever being able to use them like, you know without a major concern, so that annotating work is already happening. So a number of, and the skill set of linguists is really require, because you really need to understand the content, that what we always say, the nuances, the context, the culture, but also the ethics, the responsibility to... So those kind of that content is fair and responsible. So yeah, annotating LLMs is something that translators... I don't know what translators’ experience or not, or new translators or junior people or people that know a language will be doing. But that's something that is happening. Yeah, because again, you know, to train the LLMs like to train any AI you need the background. Otherwise, how can you just accommodate like a like a human? Right? So, yeah, that's something that is definitely happening.

Inés: Yeah, absolutely.

Alicia: A few years ago, I mean, I remember when I was asked, you know about my prediction of how you know the roles will evolve and the… I mean I did see that there would be like it would be the end of writing at some point, I mean, and there would be more audio visual. So there would be a blur between translation and interpreting. And I saw, you know, like the evolution of, you know AI going into, you know also the synthetic voices, and everything else, so that, like in the end it will everything will be produced, you know, via technology. And the role of humans is more consultative. So I see that becoming more of a again professional services what I was alluding to earlier, I mean, of course, I'm coming from this 10,000 feet view, but I mean, that's part of my job nowadays. But…So if you're looking at this, I mean, if you're looking at a future where like there has to be this kind of appraisal of what the machine has to use, because it's no longer even post editing. I think it's an appraisal. It's a kind of like, if it's okay, you don't need to touch it, if it needs to be touched, where and why? Because then we're going to decide, you know, in the scale of one to 10, I mean, does this need to be absolutely changed? Because it's absolutely wrong? I mean, I'm seeing this now. I mean ex experimenting. I mean, I'm not working hands on, you know, with technology. But I do have a subscription to ChatGPT. And I have experimenting with my own what I get based on the quality of my prompting. So I mean, my prompting is smart, I get a better result than if I just ask a lazy question. because that because the LLM then, says I really don't know what you're asking me clearly, I mean, even if it has been trained and it has been trained well and etc. So, of course, even for prompt engineering, you need somebody that thinks about, what are we going to ask? So that I mean the outcome that we get is something that we can use for the purpose that we wanted as opposed to something that is just. You know, in in a vacuum, or in the abstract. So, so, so. What it means is that ironically, I mean we are… We are seeing this resistance to: Oh, no, translation used to be a craft, and now it's no longer a craft, and you know it's not an art, and the machines are gonna replace us instead I mean, kind of say, like, what you being required to do as a consultant is to bring, you know the value of your thinking brain except that the machine is not yet able to go to because you will see things that this model has not been trained for, and it will still take years and a lot of computational power to get there. So the value is in in seeing what the machine cannot see. and I think that that's a consultative approach. I mean, if I have to, you know, summarize it because I mean, sometimes you know, as a consultant. I mean all it is somebody's presenting you something, and they present you the models, the business models they have come up with, and these and that. And then my role is to say, Yes, go for it or no, kill it. So my intervention is in the end. It's kind of like. After looking at all of this, or after looking at all of this, you have option A and option B, and you need to decide which option you're committing to. But this is what I see. Again being able to do that, and maybe you know, I mean and I may not see it in my lifetime, but I mean, maybe there, there will be you know, machines that will be doing this, and you know, people like me will no longer be required. But what I'm saying is for now I think that a lot of the value that people can bring is when they can see through that and say. Yes, this will work, or yes, I understand that this, in this context that is presented it should be like this, or it should be like that, and sometimes it will only be one change. But that change will change the quality and the outcome dramatically and maybe that change is, you know, that former translator, now, you know, language consultant saying this is wrong because of this, but maybe that you know comes at the same price of a working day.

Interviewer: I'm aware of time. I don't know, if you have some time more or you have to leave it's now 1.

Pilar: I'll have to leave.

Linda: Yeah, me, too. I can stay for 5 minutes more.

Interviewer: And so maybe I wanted to ask you, in this context that we have been discussing. What do you think is the role that gender plays in this technification of the industry, what have you perceived?

Inés: Interesting question, Ana.

Pilar: Yeah, I wonder if I have an answer for that, I would need to think about it. Yeah, we need to think about the people actually implementing this or trying to implement this. Also, the what, for example, AI is producing. Obviously, there's some kind of concerns there still. So yeah, I will. I'm not very clear. Yeah, I think we need to kind of this could be some thinking. But yeah, both in who is implementing this technology. What is coming out of those LLMs…

Linda: Well, for me, I'm seeing more and more women, you know, and like, you know, in in tech, more technical roles and so forth. Definitely, not, you know. It's not like 50 50, but I see more and more, a lot more than you know. Who are coming in, you know. And so they have interesting knowledge. And are able to. You know, they're just coming in, you know. And it's nice to see.

Alicia: I actually have a slide about this [She laughs] I was thinking about, I mean, I was thinking about you know, who has asked me this question before it was at a Women in Localization Conference just before the pandemic in February 2020, where I spoke about this and basically what I you know, because I mean I was considering the roles I mean everything that I have just told you, you know, in relation to the consultative approach. But then in relation to the, to the women in the in the great AI awakening. And if we have to do a SWOT analysis in that is that I think I think that the emotional intelligence that women bring, I mean, it's a highly valued skill, I mean, and I think that this is why, hopefully, we're seeing more and more women in decision making positions. Because I think that like, in terms of problem solving and in terms of you know, thinking about the ramifications of different things. I mean, I can see that there is less like egotistical approaches, and perhaps more of you know. How do we solve this in practical terms? It's not like, you know, I mean, mine is bigger than yours is. It's more, you know. How do we solve this? I think that in in terms of the like, the disadvantages of the other threats or weaknesses is that you know all this automation, and you know, and it's supposed to bring better work-life balance. But sometimes I think it has done the contrary. And the… I think that, like the expectation is to is to you know, now that you can work from home, I mean, you can do this much more. And I think that it's not necessarily eliminating gender bias. It's not necessarily eliminating gender bias from decision making, and from the data that we use in order to train, and I think that some of these gender biases are being perpetuated. So I mean, this is just to provide a balanced picture, you know, like the things that I think are positive, and the things that I think are just, not changing necessarily.

Interviewer: Thank you.

Interviewer: I will send the questions if you have to leave. and I will send a couple of questions because I wanted to ask you as a wrap up. Where are they the the immediate challenges that you see? In this industry? You know the challenges that the technology poses. The immediate. I know, far away, just to close. I'll send this question to Pilar by email. So what do you think are the immediate challenges that…?

Inés: I think we talked about them already. I think under my point of view, is, find the right people finding the right way of doing it and implemented technology like we did with MT, it was a challenge because it was new, I think with a AIE. It's going to be the same, I think, implementing and customizing and finding the right people to do that. It has always been a challenge when a new disruption in the industry comes. And I think now it's not going to be any different. Decision makers, CEOs, like Alicia was saying, all have one business objective. Then the providers have not… different business objectives.. trying to match those 2 at the speed and at the qualities required using technology. I think that's going to be always the challenge with the disruptive change, you know. And if I can answer a little bit, the previous question, and I think those 2 sides of the decision making process are very gender bias, like on one side is mostly male, and on other side is mostly female, you know, traditionally, obviously, is changing rapidly. But I think that has a lot to do with those. How quickly we can advance into that decision-making process to make it and implemented quickly.

Linda: And I, yeah, I think we did kind of answer that just to summarize like, yeah, the traditional translator role is definitely gonna be changed. It's changing and we'll continue to change. You know, it's not gonna be probably translators. It's not gonna be the name, you know, anymore, and definitely a different way of buying services and paying for them. It's what we already talked about, you know. So it's not that I'm introducing anything.

Alicia: I think that we've talked about them already. But if I may, if I may add, another point is that that S. Curve of disruption, early adoption, incumbency, tipping point, new normal, I mean, it has been happening all along, I mean, since I am part of the industry. I mean, with all the different technology that has been developed. It's just that. Now it's going at an unprecedented speed and you know it, it also drives a lot of the investment that goes behind it so like some things that being basically brought, you know, to a tipping point where, if you don't adapt you, you die, or you become obsolete, or you know, etc., etc. And I think that on the one hand, there is all this kind of force to be reckoned with. You know that brings, you know that inputs and on the other hand, you have a lot of people that are not in that wavelength. I mean because of demographics because their companies are not investing in them, because everybody's worrying about the technical skill, but not the mindset. And I think that the mindset needs to be needs to be, you know, addressed first thing of all. So, so that's, I think, a big challenge.

Interviewer: Thank you very much. And do you want to say something before close anything that you thought you would have liked to comment on that I haven't asked.

Inés: No, I just hope that we answered all your questions that you can do we? We did discern a little bit on the questions. [She laughs]

Interviewer: There was a lot of interesting comments for sure, for sure.

Inés: Okay, okay, okay. It's nice to be in a call like this. I haven't been one of these for so long.

Alicia: No, I mean, I think we've said it all. I mean it like, I'm having this type of conversations often and a lot of people are, you know, giving me these kind of feedback, you know, when it comes to making decisions. You know about their own organizations. And when you know, and when you talk to CEOs of technology companies, you see very clearly, you know that pressure to you know, capture market share. And what happens when you know things are not happening fast enough because a lot of these companies, they they're going to, they're just not going to make it. This is it. I mean, they're just not going to make it. And I think that just it's gonna be perhaps a little bit more dramatic than before, I mean. And you know the market as it's going at the minute. though there is a lot less, you know, coming from venture capitalists. Because there's this fear of like if I put money in this, I mean, how do I know this is a winning horse? So I think that that has a big influence on the rest, because I mean, if there is no investment and there is no funding. It doesn't go as fast. So I mean those that have secured the funding and are going faster are the ones that win, I mean, and they are not necessarily, perhaps, the owners of the best products, but they are the ones that got the money to develop a product or a number of products and those products are the ones that are going to be used, you know, by the majority. And who knows if there wouldn't be a better one that sadly didn't get the backup, or the proper research, or whatever else. So it's hard It's hard to predict whether like some of the some of the ones that are being revamped at the moment, we'll make it, or we will have to give way to others. I mean, that's my question mark.

Inés: Yeah, yeah. absolutely. Umhm.

Interviewer: I'm going to stop the recording now.