



# DREaM Team Dallas Team 8

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# Our Team



**Maaz Zuberi**  
Technical Business Manager



**Rugved Rajendra**  
Software Engineer



**Derek Chen**  
Software Engineer



**Eric Ly**  
Software Engineer



# Meet Han

68, AT&T Customer, Non-Native English Speaker

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- Han needs help with his fiber service, but his grandson isn't available to help him....
- He has difficulty navigating AT&T support in English.



# Han is not alone...

72M

Speak a language  
other than English at  
home.

28M

Speak a language  
other than English or  
Spanish at home.

30+

Minutes spent back  
and forth between  
support lines.

[\(See Slide 17\)](#)



How might we **empower non-native English speakers** to communicate with AT&T support **in a timely and efficient manner?**







# Our solution

## AT&T Language Assist

### Automatic Language Detection

- Customers can speak to AT&T in any language they want, and AT&T can detect their language.

### Live Call Translation

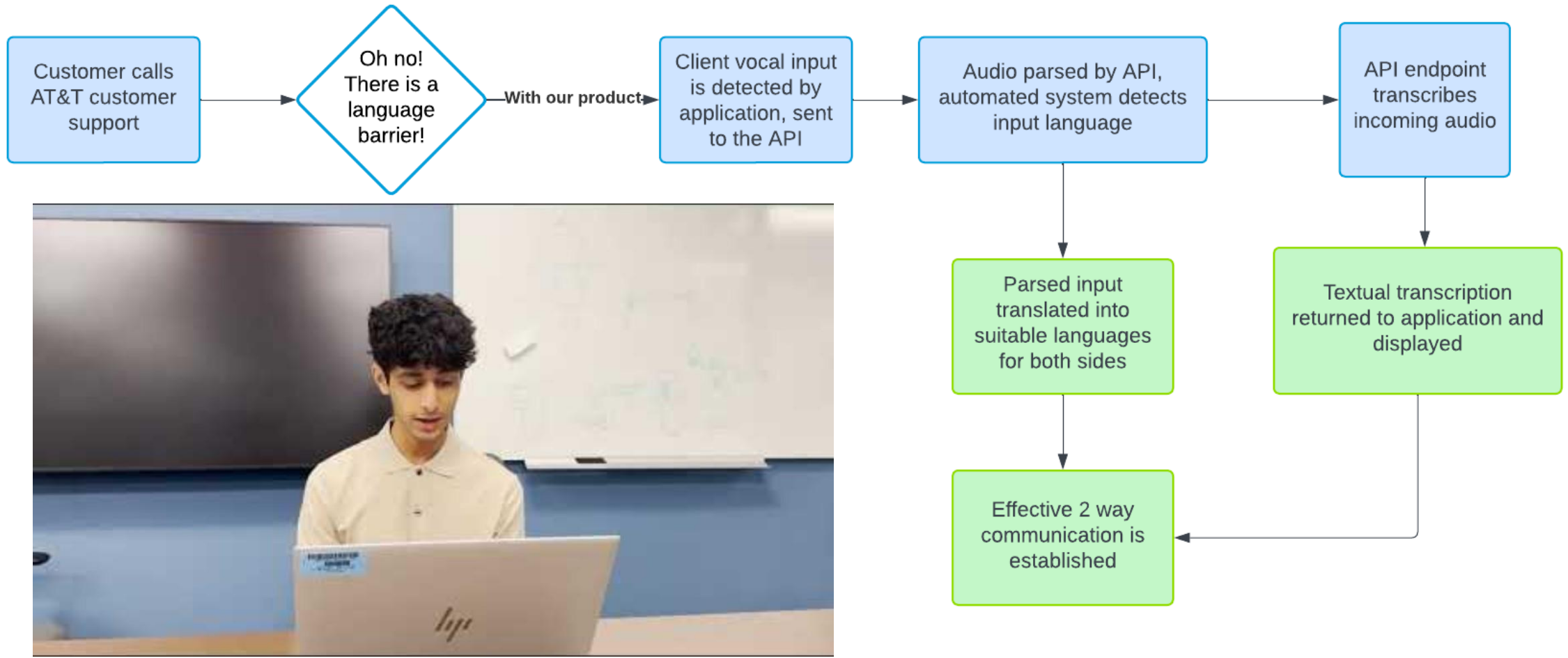
- Customers will be connected to any available call center employee and calls will be translated live.

### Text Assistant

- MyAT&T and other text support platforms can understand and translate different languages.

# How it Works:

## Future Mode of Operations



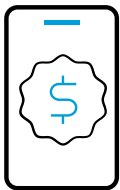
[Video Link Here](#)



# Impact

## Empowering Customers

Customers that once could not communicate with AT&T before now have the **ability to speak directly to support as needed.**



**\$23/hr**

Saved on 3rd Party translators.

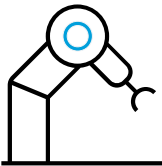
Whisper Model is free for commercial use.



**\$162M**

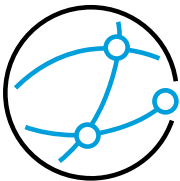
Operational cost savings from increasing efficiency.

[\(See Slide 15\)](#)



## Keeping up with Technology

As live translation and natural language processing **continuously improves and lowers in price**, AT&T is at the leading edge of this technology, **continuing to innovate and provide faster support** to their customers in need.

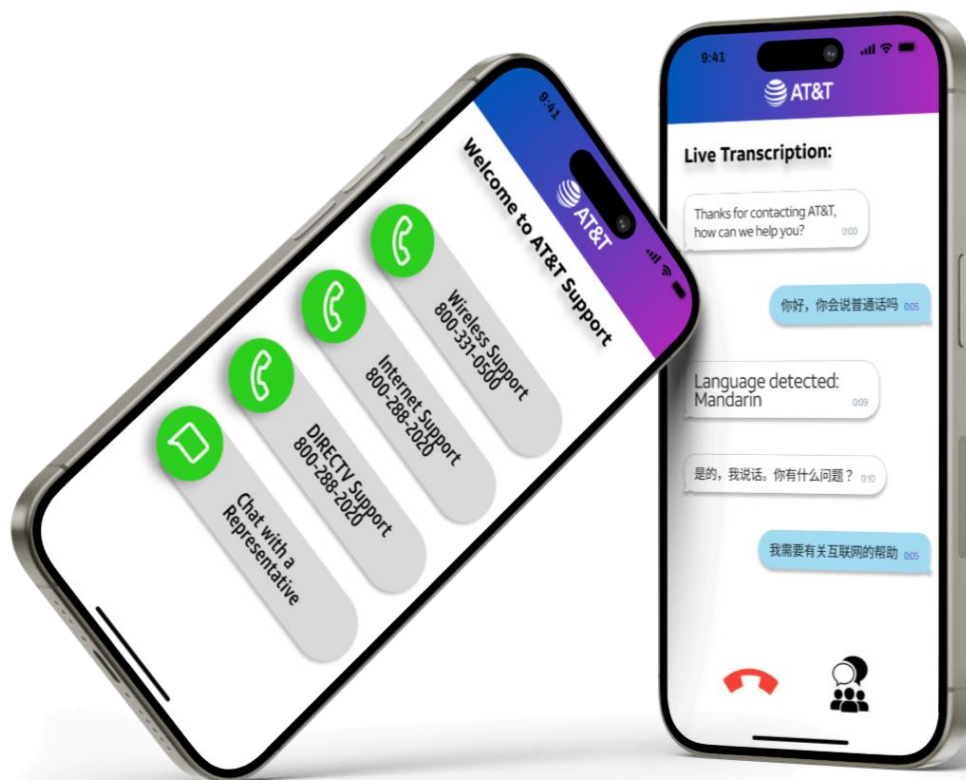


**Market Size:**  
**8.4M Customers**

Current AT&T non-native English customers, around \$9.91B in revenue.

[Language Spoken at Home | American Community Survey | U.S. Census Bureau](#)

# Next Steps



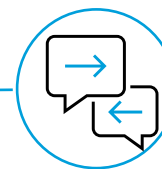
## Phase 1

Translation and multi-language support for call centers and text.



## Phase 2

Support retail stores with translation.



## Phase 3

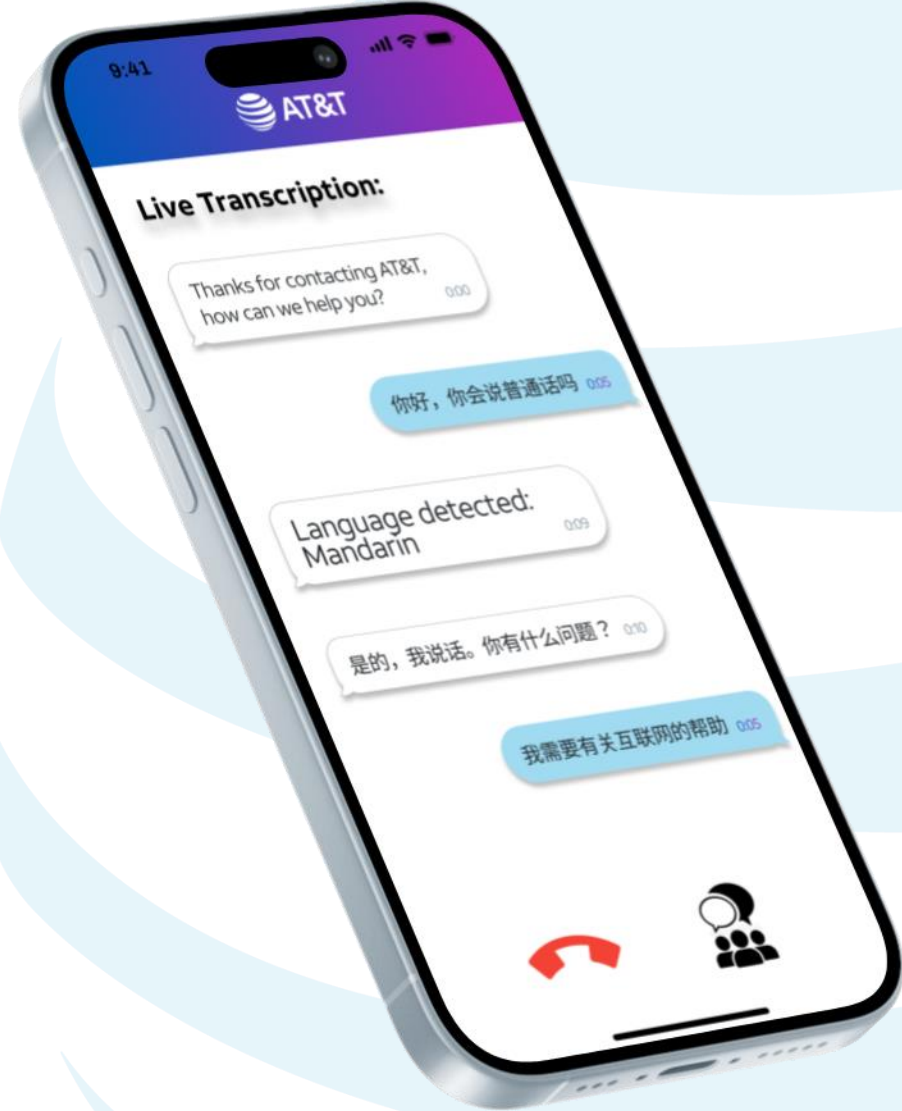
Live translation services for calls between AT&T Customers.





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Connecting *Changes* Everything™

# Thank you. Questions?



# Translation Services cost savings Calculation

## Calculation:

- Translators get paid (\$23.23 per hour) Source: [Translator Salaries in the United States for AT&T | Indeed.com](#)
- Whisper API is 0.006 cents a minute → 0.36 cents an hour.
- Saving \$23 per hour of translation.



# Languages Spoken at Home statistics:

## Statistics and Explanations

[Language Spoken at Home | American Community Survey | U.S. Census Bureau](#)

- Shows that 21.7% of Americans speak other than English at home.
- 13.3% speak Spanish, thus 8.4 % of Americans speak neither English or Spanish
- Based on a US population of 330m, that is roughly 28 million Americans that do not speak English or Spanish.



# Cost Savings per year

Based on time savings before call and translator savings during call.

- Using Call Center salaries on AT&T, average rep costs \$18/hr // \$18 per call (per Mart)
  - [Call Center Representative Salaries in the United States for AT&T | Indeed.com](#)
- Next, a translator also will cost AT&T \$23.23 an hour.
  - [Translator Salaries in the United States for AT&T | Indeed.com](#)
- In our case, we would have saved 30 minutes of waiting and being transferred between call centers, and we would also save the translator cost during our call, which is an average of 1600 seconds long.
  - 30 minutes wait time comes from our own testing. 1600 seconds average call length comes from our Mentor Prachi Patel and her BP team.
- Therefore, every call we save:  $(30 \text{ min/hr})(\$18) + (1600 \text{ seconds}/3600 \text{ seconds})(\$23.23) = \$19.32$  saved per call
- If every customer calls on average once a year: **\$162,288,000** per year saved