



## Activity | 2 | Developing an Elevator

### Pitch

#### Course name

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Software Development Engineering



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## Document Development

### Screenshots

To initiate our activity, it is necessary to translate our essay into English. This will require the use of the application Reverso:



We place our speech in the hands of the translator:

The screenshot shows the Reverso website interface. At the top, there are dropdown menus for 'Español' and 'Inglés'. The main content area is split into two columns. The left column contains the Spanish text: 'Buenas tardes, soy Uziel López, encargado y gerente general del área de ventas en Samsonite. La labor que desempeño consiste en administrar y mantener al tanto a nuestros clientes más leales, ofreciendo información rápida y atención ante situaciones que pueden afectar la experiencia de compra. ¿Sabía que las empresas más importantes como Apple y Microsoft tienen aplicaciones para mejorar la experiencia de sus clientes? La aplicación de Samsonite ayuda a que los clientes desde su celular reciban alertas, promociones, feedback y hasta un chatbot para resolver sus dudas, tan sencillo es que solo es descargarla en las diferentes plataformas disponibles e iniciar sesión con cualquier cuenta de correo para disfrutar de los beneficios. Gracias a que nuestra aplicación es sencilla y recibe actualizaciones de calidad, le aseguro que el trabajo será más fácil y profesional que si lo hiciera desde otras aplicaciones. ¿Le interesaría saber más sobre todos los beneficios que le espera? Le aseguro que el compromiso que tenemos será recompensado con la satisfacción de los clientes. Le hago entrega de mi tarjeta de presentación, así como de mi número telefónico. Espero su mensaje para colaborar y hacer que su proyecto crezca con nuestra aplicación.' The right column shows the English translation: 'Good afternoon, I am Uziel Lopez, manager and general manager of the sales area at Samsonite. My job is to manage and keep our most loyal customers informed, providing prompt information and attention to situations that may affect the shopping experience. Did you know that major companies like Apple and Microsoft have apps to improve their customers' experience? The Samsonite app helps customers from their mobile phone to receive alerts, promotions, feedback and even a chatbot to solve their doubts, so simple is that you just download it on the different platforms available and log in with any email account to enjoy the benefits. Thanks to the fact that our application is simple and receives quality updates, I assure you that the work will be easier and more professional than if you did it from other applications. Would you like to know more about all the benefits you can expect? I assure you that our commitment will be rewarded with customer satisfaction. I give you my business card and telephone number. I look forward to your message to collaborate and make your project grow with our application.'

We go to Grammarly to correct any mistakes in our speech:

The screenshot shows the Grammarly interface. The main document area is titled 'Untitled document' and has a score of '84 Overall score'. The text in the document is the same as the one in the previous screenshot. On the right side, there is a sidebar with three tabs: 'Review suggestions', 'Write with generative AI', and 'Check for AI text & plagiarism'. The 'Review suggestions' tab is active, showing a list of suggestions. The first suggestion is 'We found 7 more ways to improve your text with Pro. Upgrade for unlimited access.' with a 'Get Pro' button and a 'Dismiss' button. Below this, there are two suggestions for 'Improve your text': 'Good afternoon, I am Uziel Lopez, manager and...' and 'The Samsonite app helps customers from their...'. At the bottom, there is a suggestion to 'Add a comma'.

With the correction made, this would be the final result:

Good afternoon, I am Uziel Lopez, Manager and General Manager of the Sales Area at Samsonite. My job is to manage and keep our most loyal customers informed, providing prompt information and attention to situations that may affect the shopping experience. Did you know that major companies like Apple and Microsoft have apps to improve their customers' experience? The Samsonite app helps customers receive alerts, promotions, and feedback, as well as a chatbot to address their doubts, all from their mobile phone. It's that simple: download it on the available platforms and log in with any email account to enjoy the benefits. Thanks to the fact that our application is simple and receives quality updates, I assure you that the work will be easier and more professional than if you did it from other applications. Would you like to know more about all the benefits you can expect? I assure you that our commitment will be rewarded with customer satisfaction. I give you my business card and telephone number. I look forward to your message to collaborate and make your project grow with our application.

### **Conclusion**

This activity has taught me to create a discourse not only of a concept or definition, but of an idea that develops a solution to some real-world problem, thus attaching an interest in the audience for them to see the idea as an alternative to their problems, when, with just a little time, we can convince them that we are their only option. From how to organize our rehearsal to practice speaking and the way we present ourselves are an important part of the elevator pitch.

The Reverso application certainly helps our translations not to be so literal and makes paraphrasing a tool that gives more personality to our writing or essays. The Grammarly software is very important to take into account, as one of its main features is to correct our grammar to make it more in line with what we want to express.

### **GitHub Link**

<https://github.com/UZLOP984/English-for-business.git>

### **References**

Reverso – Herramientas online y de acceso abierto para la autocorrección de la producción escrita en inglés. (s. f.). <https://blogs.uned.es/herramientasautocorreccionescrituraingles/reverso/>

Grammarly – Herramientas online y de acceso abierto para la autocorrección de la producción escrita en inglés. (s. f.). <https://blogs.uned.es/herramientasautocorreccionescrituraingles/grammarly/>