



**Working together to make the UK**  
**the centre of excellence**  
**for worldwide telephone interpreting**

*Marcus Vaincourt-Strallen, Director, Interpreters-on-Call*  
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# UK Centres of Worldwide Excellence



- Jet Engines
- Racing Cars
- Fashion Design
- Bespoke Tailoring
- Hedge Fund Management
- Microchip design
- Musical Theatre

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## Common Factors

- ✓ Top-of-the-market niches within much larger industries
- ✓ Satisfy a global marketplace
- ✓ Require the application of highest quality and expertise
- ✓ Employ relatively few people
- ✓ Generate enormous revenue per person employed

So why not Telephone Interpreting?

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# Why could the UK become a Worldwide centre of excellence for Telephone Interpreting?



- A global marketplace
- English most used “commercial” language in the world
- Ethnic diversity in UK
- A number of lucrative niche markets
- Existing pool of quality interpreters
- Excellent Technology Innovators

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# How big is the potential for **quality** Telephone Interpreting?



- Assume 6,000 professional Telephone Interpreters are available in the world and want to work 6 hours a day for 5 days a week
- 6,000 interpreters = 360,000 “interpreter minutes” an hour
- 6 hours a day = 2,160,000 “interpreter minutes” a day
- 5 days a week = 10,800,000 “interpreter minutes” a week
- Charged to customer @ £1.50 per minute = £16,200,000 per week

***Total Revenue Potential = £842,400,000 per annum***

**If the Interpreters could earn on average £0.50 pence per minute they could be earning £43,000 + per annum**

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# Challenges

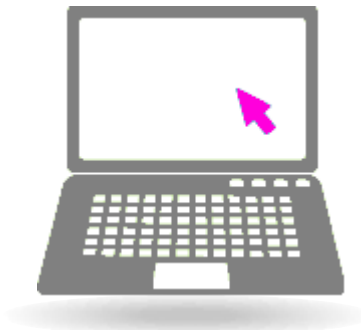


- Technology barrier to entry
- Government influence
- Competition from overseas
- Interpreter training and accreditation
- Big player dominance

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# Technology barrier to entry



Today there is no barrier to any Language Service Provider delivering a worldwide telephone interpreting service.

All that you, your customers and your interpreters need is a standard browser and a telephone.

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# Government Influence



- Single biggest buyer of TI
- Focussed on “value for money”
- Commoditising the product
- Unaware of the potential global opportunity

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# Telephone Interpreter Training and Accreditation



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# Big player dominance

Don't try to compete on their ground

Pick a niche

Become THE experts in that niche

**Differentiate yourselves**

Treat your interpreters better

Deliver a different “customer” experience

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# LSP Differentiation?

“We recruit the best linguists”

“Only the very best interpreters”

“Strict quality policy”

“competitive and reliable service”

“Highly trained”

“broad range of expertise”

“Over 150 languages”

“choice of face-to-face or telephone interpreting services”

*All good words. But you all say the same.*

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# Some ideas for differentiated services



- Interpreting Services for Major Sporting Events
- Pre-paid Travel Insurance Service
- Pre-paid Traveller Support
- Private Health Care
- Hotel Concierge Services
- Corporate Executive Support
- Roadside Recovery
- Airport Services

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# Components for delivering a differentiated service



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# What can we collectively do?



## Technologists

- Innovate
- Collaborate
- Drive down costs

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# What can we collectively do?



## Government

- Recognise the opportunity
- Recognise the difference between “price”, “quality” and “value”
- Be prepared to pay reasonable rates for quality UK-based interpreters where justified
- Actively support the UK Industry

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# What can we collectively do?



## Professional Associations

- Be much more than a register
- **Unite** your efforts to devise workable industry standards for TI Training and Quality Assurance
- Use your contacts around the World to promote those standards
- Help Interpreters attain the necessary grades
- **Lobby and influence Government**

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# What can we collectively do?



## Professional Telephone Interpreters

- Embrace the opportunity
- Train to be **the best**
- Embrace **the best** technology
- Only work for **the best** LSPs

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# What can we collectively do?



## Language Service Providers

- Differentiate yourselves
- Innovate
- Treat the best telephone interpreters around the World like VIPs
- Support each other's initiatives to develop UK excellence
- Collaborate internationally

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# Conclusions

- There is a very real and substantial global opportunity
- UK is as well placed as any other country to service that opportunity
- To be successful we need to:
  - ✓ Develop, nurture ***and share*** the best of the UK interpreters
  - ✓ Embrace the specialist Telephone Interpreters from around the World
  - ✓ Develop lucrative, market-specific services that have worldwide appeal
  - ✓ Lobby the Government to support us as an Industry
  - ✓ Embrace the latest technologies
- ✓ Differentiate and.....Collaborate

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