



TRAINING VIRTUAL ASSISTANT TECHNOLOGY TO WORK IN 14 LANGUAGES

For an ongoing project with one of the world's largest technology corporations, Lionbridge's team edits and enhances the voice grammar framework for a leading virtual assistant.

THE CHALLENGE

Now a major feature of most smartphones and tablets, virtual assistants are becoming increasingly integral to daily life. Virtual assistants are able to perform a variety of helpful actions based on user input, such as setting calendar events, sending emails, and playing music.

As one of the world's largest technology corporations, our client's virtual assistant serves over 150 million active users per month. Improving their assistant's performance was of critical importance to increasing their global market share. To do this, the company needed a partner that could train, test, and scale their virtual assistant software in over a dozen new languages.

THE SOLUTION

Our client partnered with Lionbridge because of the company's reputation for linguistic and technical expertise, and in particular for providing high-quality language processing services.

- **Voice Grammar Creation**
A voice grammar XML contains the set of rules that define what virtual assistants can recognize as meaningful input. Lionbridge's team of computational linguists works within the client's framework to transpose complex grammar rules into 14 locales.
- **Data Collection**
Our project managers facilitate pronunciation checks, validate transcription and generate pronunciation tasks for the client's speech recognition system.
- **Data Annotation**
To test the client's virtual assistant technology, Lionbridge generates thousands of sentence variations on a monthly basis. These are later recorded by native speakers before input into the system.



THE RESULTS

By partnering with Lionbridge, our client was able to train its virtual assistant to better understand and respond to user queries in 14 languages. Over the years, the client has repeatedly commended the Lionbridge team for their strong performance and consistent quality. Following the project's initial success, the company expanded Lionbridge's involvement within the greater company.

14 Languages / Locales

14 Computational Linguists

4000+ Hours of Work Completed

ABOUT THE CLIENT

Our client is a multinational technology company that develops, manufactures, licenses, and sells computer software, consumer electronics, and related services. As a part of their product offering, they offer a voice-controlled virtual assistant that can perform a range of tasks, including the ability to schedule appointments and set reminders.



Lionbridge offers **300+** languages and dialects, **500,000+** global contributors, and **20+** years of experience.

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