

Ablio Introduces a New Model for Language Interpretation With Zoom's Help



Jose "Jossi" Fresco
Co-Founder and CTO at Ablio

Challenge

Ablio's internationally dispersed team needed to build a platform and provide support to interpreters using their platform.

Solution

Use Zoom meetings to collaborate with developers in Argentina and train interpreters.

Result

Zoom's easy accessibility and reliable global support allowed for Ablio to successfully train interpreters around the world.

For most businesses and government entities, there are agencies and interpreting services one can call on when confronted with a language barrier. Courts and large companies often have an agency on speed dial that they can count on to provide interpreters.

That's all satisfactory while we're looking from the perspective of the purchaser of services. However, from the point of view of the interpreter, what they get is a rather impersonal experience that provides little incentive for them to grow in their careers. Interpreters are basically anonymous throughout the entire process, leaving them under the shadow of the agency.

While this business model has prevailed for many years, a company called Ablio is leveling the playing field and providing a platform that matches interpreters with customers. By linking these two parties through an automated and transparent online platform, interpreters can grow in reputation and their customers can get qualified interpreters much more easily than they would with a traditional interpretation agency. In order to provide support to interpreters using their platform, Ablio has chosen to use Zoom. We have taken the time to speak with Jose "Jossi" Fresco — Ablio's co-founder and CTO — about how Zoom has helped the company succeed.

"Ablio operates in a virtual space: management, technical operations, and our community of interpreters are geographically dispersed but united in the pursuit of providing the best interpreting service for today's global environment. We use Zoom to collaborate and perform our daily operations around the world," said Fresco. "Sometimes, I also need to share my screen while having a conversation through another platform, and one of the fastest ways to do that is to paste a link to a Zoom meeting. Most of my day, I have a Zoom window open, one way or another."

Fresco was already familiar with our software in another company where he also was the CTO. He had already been through the process of selecting solutions recently and chose to continue using Zoom at Ablio. His conviction came in large part because of how easily he could access features that were crucial to his role in supporting customers and interpreters.

“For me, it was a very simple decision to continue using Zoom. As far as the team was concerned, there was no friction whatsoever in choosing this software,” he mentioned. “Our development team in Argentina was used to other tools, but they took on Zoom very quickly. It’s really the easiest way to get everyone on the same page. What I liked in particular about Zoom is that I can swiftly jump into another person’s computer to provide support efficiently either for the customer or the interpreter. Instead of having to guide the person on the other end, I can simply request control with one button and rapidly access their desktop. There are not many tools that allow you to do this so easily.”

Ablio isn’t just a platform for interpreters to work with. It is also an organization that is committed to help them proactively improve their skills. One of the ways this is done is through regular coaching using Zoom.

“We are building a community of interpreters and part of that involves skill-building and continuous learning. Our community coaches are not only professional interpreters, but they also teach interpreting. Through Zoom, we suddenly gain the ability to engage with our interpreters to help them improve their skills,” he said. “We show them the best practices in their profession, such as shorthand note-taking, which can be easily taught through a platform as versatile as Zoom. In Italy, Ablio has started to work with governmental agencies that provide services to immigrants, at a program aimed to train aspiring bilingual immigrants to become professional interpreters and get good working opportunities. Zoom plays a central role in supporting them in our interactions and distance learning.

Fresco tells us that without Zoom, they would either be using multiple solutions simultaneously to accomplish the same thing or they simply would not be able to function in the same fashion as they do. The fact that Zoom was easily accessible, particularly when it came to starting rapid-fire meetings on the fly, was a deal maker for Ablio, especially considering their interpreters community training program. As a training tool, Zoom allows for face-to-face student-coach interactions and screen sharing of materials such as shorthand note-taking samples. It is fair to say that Zoom and Ablio are tied together because of these factors, and the company benefits greatly from its use.



About Zoom

Zoom, the cloud meeting company, unifies cloud video conferencing, simple web meetings, and group collaboration into one easy-to-use platform. Our solution offers the first available mobile-screen sharing and an innovative hybrid cloud service, and works across desktop, tablet, mobile and room systems. Zoom services over 40 million participants and more than 115,000 businesses globally.

Website
zoom.us

Innovations

First 3-in-1 Cloud HD Meeting Platform
First Mobile Screen Sharing
First Hybrid Cloud Service