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AI transformation, language technology, quality standards, strategic language operations, machine translation, neural machine translation, localization strategies, interpretation challenges, content lifecycle, customer support, speech-to-speech technology, multilingual LLMs, process optimization, industry norms.

SPEAKERS

Speaker 2, Speaker 1, Dieter Runge, Stevan Relic

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Stevan Relic 00:00

Good enough for a medical interpretation of very specific things between a patient and a doctor is very different, and that is where you cannot say, Well, it's good enough.

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Dieter Runge 00:20

Welcome back to boost cast, the show where we explore the intersection of language technology and global business. I'm your host, Dieter Runge, and today's episode dives deep into how AI is transforming the language technology sector. Today, at this moment, language tech companies and language service companies are redefining quality, overhauling processes and challenging long standing industry norms. My guest today is Steven relic, Director of integrations at unbabel Stevan is a seasoned localization architect and consultant with over 15 years of experience, has specialized in helping companies organizations streamline their localization and language technology strategies maximize revenue through smarter workflows and optimize machine translation and AI applications across various different industries. Today's topic the strategic language technology glow up, AI, process, innovation, quality transformations, let's get into it. Stevon, welcome, welcome. By the way, glow up generally refers to that incredible transformation of going from bottom to top, a Gen Z word I have ripped off and like to use, but you know, it's here for my purposes today, and we're talking about significant transformation in industry. So seemed appropriate. Stevan, you've seen the localization landscapes over the last few years evolve dramatically. What would you say is the most profound shift that you observed since AI and large scale MT entered into the scene?

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Speaker 1 01:59

Hi there. First of all, thank you for the invite. This is amazing. Thank you for having me on your podcast. Yeah, let's, let's start there. It's, I've seen. It's very similar to when first machine translation. actually neural machine translation. It seems because we had statistical machine

for a while, it just wasn't working. Then all of a sudden, neural machine translation came over, and everybody started, you know, getting into neural and jumping. And right now, it's all about the AI, which, again, a lot of companies and people and people using it are looking at, well, does it translate? You know, the big question, does it translate? Yeah. But it also does a host of other things that can be helpful to the whole process across and I think those are just right now being checked at the surface, if you know what I mean, they're just right now being discovered. I think the biggest shift is the speed at which it lets new companies come into come into something, especially if you work in the translation business, at the speed at which new company startups can go global, very quickly, very fast, without with a interesting, I would say, degree of quality. So I think that's the biggest shift I'm seeing from from industry buyers within the industry, though, there's a big shift of, let's use AI here. Let's use AI there, of course. Or translators in the industry, and interpreters are, you know, starting to see how their work also shifts. We just need to see how it's going to be implemented. I think that's, that's the big shift,

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Dieter Runge 03:40

yeah, just looking at how we are going to address this Excel, these accelerated times, rethinking how we work, and not just bolting the AI on, but But taking a step back and not doing it the old ways that we used to Right, yeah,

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Speaker 1 03:58

but also understanding that it's not like everybody. You know, there's conversations. It's, it's always side and side conversations. It's always the guitar string. You you tense it too much, it breaks. You loosen it too much, it doesn't sound it so it's, it's, oh, it's going to revolve. It's revolutionize everything. We're going to be doing everything completely different in two years. I don't think that's the case. Will we be doing things completely different in five to six years? Maybe i To me, it's very analogous to digital photography in the 2000s a lot of you know print shops used to you take your your role to print, and that definitely disappeared. But photography hasn't disappeared. It just gotten better. So there's a conversation here about how it evolves. That's where my head's up,

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Dieter Runge 04:50

and yet you can now go buy Polaroid cameras and film cameras again in the stores, right?

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Speaker 1 04:54

All of a sudden, retro is in the mode. Yeah, retro. Retro is,

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Dieter Runge 04:58

you know, no. My My son came up to me requesting a camera that, and I was just like, do they still make those? And yeah, they sure do. They sure do. And they're making them with some great volume these days, but it's, it's a great point, and that analogy of tightening the guitar

string, that's that's a really, really great way to put it. So let me ask you, like, in your view, where, what do most companies get wrong or do not expect when they're trying to implement AI within their processes, especially at scale? What, where do they often misstep or find to be a bit of a surprise? Well,

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Speaker 1 05:48

in in our word, in translation, speed interpretation, be it translation, you know, localization, I think, and I think it expands across the board. But I think what, what is not seen is that the process to do it correctly starts at you as a company, rather than starting at Who are you picking up to help you with it. If that makes sense, a lot of your processes need to be aligned to something. A lot of your processes need to be able to do certain things properly before you can even pass it over to translate. So this is, you know, the old Well, it's an AI Adagio too, but it's an old mt adagiogarvain garbage out that I think very much speaks to processes too. Like as a simple example, I can tell you the following. I've worked with so many enterprise enterprises in the last 10 to 12 years, where localization, if you want to say it like that, or even even any type of translation, is just a second thought. It happens when I need it to happen. That is a bit different for interpretation, where some of the core businesses, like I do need interpretation, right? But look at large enterprises. I just had recently a conversation where an enterprise was acquired by a company in Japan, so now all of a sudden, they need executive conversations within the company to be interpreted at a high degree of quality, because the Japanese executives do not speak English, or don't don't want to speak English, to want to speak in their own language, and the people from this company also need to understand them in their own terms, so you need interpretation, right? But that happened because the company was acquired, right? That's one specific example. So what I'm trying to point out here is nobody was ready for it. So in this case, where did it fall through or who had to manage this while the community or the or the marketing or the audio visual team within the company were not ready for this kind of thing, there is no, there is no department that manages this. Very similar to, let's take any random SaaS company or any product company that starts over. You have some that starts you have some pillars for it to function. You need to have HR for your people. You need to have finance for of course, payments. You need to have your product you need to have your marketing department. You need to have your sales department. Have you ever heard of language department in a startup company. No, because you sell regionally, you don't get there until you get there. Oh, now we're ready to grow, but then at that point, you don't have a language department. What do I do now? This is where this whole idea of language comes in. But I think companies don't see it until it's in front of them, and at that stage, making those decisions are not part it's not part of strategy anymore. It's part of tactics. And when you make those decisions are as part of realigning tactics within the department. It doesn't really work. I think at a high level, that is what a lot of companies, I wouldn't say, get wrong. They don't expect it, and they take a lot of time to learn. Yeah, and that's that's part of the challenge. This is where this whole language idea comes in. Like larger enterprises will have their their language departments. They're not called language but they will have some type of work towards language departments. It's usually like high level enterprises when, you're growing up, that doesn't come to mind. And I think that's what needs to be addressed.

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Dieter Runge 09:26

Yeah, it's not part part of the natural dialog yet at the C suite level, right? And, I mean, and, you know, we did have a discussion a few episodes back with with some of the folks from the Lang

ops team and, and, I mean, I love it. I bought in I think, you know, every few years, our industry has tried to rename, reposition, do a better job of advocating for ourselves to happen sooner in the conversation. And. And I think Lang Ops is perfect. Yeah, you know, if we can accept DevOps, if we can accept, you know, rev ops, we can sure as heck process and accept Lang ops. And it's important, because it's the sooner you're talking about it, the better. You know, I see Lang ops, what you described as the incredibly important change management function within organizations. No matter what size or scale of that operation, I think it needs to be a strata of Yeah. Change Management, yeah. And this time, change spelling, change C, H, A, I, N, G, E, B, yeah,

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Speaker 1 10:42

exactly without a challenge that, contrary to what I'm trying to say here, the challenge with language is you literally kind of have it day one, unless you're going to go global day one, because land ops on day one might be cost, and maybe you don't want to do that. So it's exactly tying to what you're saying. It needs to be thought of as change management, but it needs to be thought of before you get to the point. And that is what doesn't happen like you don't like you get to the point where, oh, we are great on our regional structure. Now we need to grow. But you always get there with now, what and this now? What is the challenge?

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Dieter Runge 11:25

Yeah, yeah, when it becomes an afterthought, then it becomes a complete tactical and reaction. Yes mode, right? Yes, yeah. Interpreting is often treated separately from from translation workflows, which vexes me, frankly. Do you see a future where interpreting becomes more integrated in terms of being part of that centralized language operation?

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Speaker 1 11:53

Absolutely, absolutely. It's still language that that's that's what I see it as, like, it doesn't matter if it's interpreting translation of written word or transcription, it's still language or basically transcription and translation. So I gave you the specific example of the of the company that needed now to interpret from their executives for a reason that should be managed by a language operation department. What if? What if the team that is trying to manage that doesn't have the budget, or actually bites into their operational budget for other important things across the board, just to manage this, this thing, it's not planned, it's just ad hoc. So definitely needs to be part of a land ops initiative. Now that absolutely depends on what the company in itself does, how it's, you know, globally set up. Where the offices do they need this? Do they not? So it has some dependencies. But having said that, interpretation is definitely part of translation as such. It should, of course, belong to some type of language operation.

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Dieter Runge 12:53

Stefan, how do you see the approach in terms of balance between speed, scale and quality in the workflows that rely on AI, MT and automation, is there always a trade off?

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Speaker 1 13:06

Yeah, the famous three levers, right? I think usually there was a wide gap. You lift one and then the other two go down, and that's it. Then you have a gap. I think that gap has now gotten very, very close. It's still there, though. Yeah, let me, let me. I'm just going to veer off for a bit and come back, because you could

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Dieter Runge 13:26

have three options. Pick two, right? Yeah, exactly. But,

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Speaker 1 13:29

but it's, it's interesting because it also depends on content lifecycle, and that's important, as in, let me make you an example. If you look at translations, and I'm going to make this analogy, if you look at translation, translation leaves static, like it's a document life cycle. The life cycle of it is long. You have a document. It can be a website, sometimes a product description, anything you can translate it, wait for it, not publish it, review any errors, any mistakes, and set it up so the life cycle is long, and it's going to be there for a while. When you have interpretation in the mix, it's very different because you have any also customer support, for example, chats, you know, chat bots, or chat conversations back and forth. Same thing. It's the life cycle is very short, like if somebody were translating what we're speaking about now, and they make a mistake. The mistake happened. That's it. There's no going back, especially if it's live. There's no resetting it. There's no redoing so the quality levels vary a lot on that, on the content type, structure, and actually, the way you're gonna measure quality, not measure, sorry, the word is, the way you're gonna preempt quality challenges varies on the basis of the content lifecycle. So those levers also depend on what are you doing? Is it interpretation? Is it translation? What is it now, having said that with AI, the gap within the levers has gotten a lot less, but still, if you're going to use humans in interpret. Application, there's going to be a latency. That latency will always lower your speed, but it will improve your quality. Just that the movement of the levers in my head, or what I'm seeing is it's a lot smaller it used to be, you know, let's, let's say, Oh, I'm going to do it everything with humans. Then you know that the cost is going to be high and the speed might be somewhere lower, but you know what you're getting, because quality is also high right now. That that, that is, the degrees of changers are a lot smaller. That's That's what I think. And I think, will it ever disappear? No, the gap is always going to be there, because you're always what is not part of the Levers is customer choice. And customer choice might be, I want humans, and if they want humans, latency will always be part of it. So, yeah, there's never going to be a flat line. That's my head.

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Dieter Runge 15:52

We'll continue to need to manage expectations on that front, right? Yeah, it's just always, always going to be there. So

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Speaker 2 16:00

it what part

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Dieter Runge 16:03

of the localization, the language technology pipeline, do you think is still under optimized these days, when it comes to AI, we've seen obviously some, some significant advancement in certain areas of the language business, language industry, as it were, what is there an area that you think is still under optimized that we could deliver some outsized results if we took a closer look? Or to put it another way, what are some of the more underrated or overlooked parts of the language technology pipeline that could be optimized, but often aren't, or have been overlooked

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Speaker 1 16:44

absolutely everything that's around the translation and the interpretation piece, if you you have platforms that work on this, but we still work a lot with project managers. We still work a lot with manual assignment. We still work a lot, and I say a lot this, of course, is not it's generalization. There's companies out there that are trying to do it automatically. We, for example, are doing automatic assignments and things like that. Not all of the LSPs do it, not all of the interpretation companies do it, but, but it does happen, right? But the vast majority, we're still just scratching the surface on what can AI? What can AI help us with that is not the translation bit like that is not the core bit. What can it help me with? Doing, making, you know, making certain decisions for me in the whole process, like, imagine assignments for for interpretation, requests and, and it just looks at, I have a pool of five interpreters, and I just take a decision on which one I think is going to be better based on previous comments and structures, and I do that through AI. We're not really using that for a thing. So I think finance as one of the departments within the industry that doesn't take having said that, I say within the industry, finance is kind of outside of the industry. But you know, you know where I'm going with this, like we could do a lot of AI handling in between those works, because they're part of the life cycle of what you're doing. Anyways, we just don't think of it as part of the industry. So I think a lot of things around it. If you go to translation, filtering of files, filtering of content, transformation of files, look at desktop publishing, if you look at a standard, standard content that goes in the translation pipeline, like Gemini capabilities now around transforming images is a very interesting thing for desktop publishing, if you look at interpretation real time setup, would we ever want to translate, like, if you have an event or anything else going on, do you want to translate something that's on screen using AI? Do you want to have anything around it being done with AI? I think that's just scratching the surface, because everybody went for the oh, it can translate. I'm going to use it. I think right now we look at other things, yeah,

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Dieter Runge 19:04

yeah, you know, just sort of adding on to that conversation on speed, quality, price,

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and looking at

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Dieter Runge 19:18

you raise, You know, finance. I mean, there's some industries that are very risk averse, the highly regulated industries, healthcare, finance, law, legal, probably a good time to maybe have a chat about quality expectations and rethinking those in the age of AI powered language support. The definition of quality seems to be evolving right now. How do you think companies should rethink their own quality metrics? You know, based on what we just talked about, rethinking those, you know, the expectations. Is managing those expectations around these quality metrics in the age of MT and AI, especially now when AI is doing a lot of more of the heavy lifting, let's, let's put a little bit of time talking about the redefining what quality seems to mean. How is that? How is that changing? We touched on a little bit earlier, but I think it's a really important thing to to focus on. Yeah,

Speaker 1 20:28

absolutely so. So you touched on very important point when you said industry regulations that define sometimes that actually not defined, sorry, that that forces you to define the process around those regulations sometimes. So that is, that is a big thing and an important thing, because if those regulations do not let you use AI, you can't change the lever. The lever that we were speaking before will always be any human. So this is where your human in the loop goes. And this is where I'm saying, like there is expectation that, oh, humans are not going to do this anymore. Yeah. But have you ever tried to change a regulation? So that's that's part of it, like, I don't think some of the niche things are going to change very drastically, very quickly. Now, quality wise, on the other hand, I'm going to make another analogy, bank systems under support structures, right? You used to be able to go into a bank and have a conversation with a person or a teller about doing something. Used to be able to call somebody, and it isn't. It used to not be, you know, a menu that you go over the phone, and at some point you get to speak to someone that's going away. You're starting out to speak to bots that are going to speak to you very naturally and very fine, but with that, every user needs to understand, and I'm making that analogy on the lowest of cases, like direct to user customer support, every user will need to make some concessions about what the bot cannot, cannot do, and at some point, when the bot finally cannot solve it for you, then you're going to be sent to someone. But you already made some concessions as a creator of the system about what, what your let's say, the level of patience of the human speaking to the bot to the bot is right. I think it's the same thing here. I think with quality, it's going to be okay, but if I want it faster and cheaper, I will need to make some concessions in quality. With the difference of on the lever that we were talking before, the concessions are not going to be as high, and as time goes on, the concessions going to be smaller and smaller. I think the quality is going to be better and better for you to be able to say this is good enough now that is going to vary depending on the buyer choice, because good enough for customer support means, can it translate what I'm saying, good enough for conversational interpretation is, can it translate what I'm saying? Good enough for a medical interpretation of very specific things between a patient and a doctor is very different. And that is where you cannot say, Well, it's good enough. That is my view for now. So this is, this, is that conversation on quality? Well, it's

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Dieter Runge 23:16

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the, you know, the decision there is, you know, particularly in healthcare, could be a life or death or just quality of life. Huge quality of life differentiation. I was seeing it in the banks too. I mean, a lot of the banks I see now have rushed to eliminate, you know, bank tellers, and I think are finding now that, you know, they have these concierge services now, but the concierge services are being brought back into to handle sort of a lot of the transactional stuff. Because, sorry, the the automated system isn't, isn't able to, you know, support the level of complexity, you know, anything that's outside of, you know, put money in, take money out, still sort of requires some sort of interaction that the bots, you know, aren't going to be able to handle absolutely never. But at the at the moment, I'm seeing already seeing, you know, pushback absolutely on that lot a lot of grumpy bank customers these days,

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Speaker 1 24:18

yes, and that brings you exactly to what I was saying. The level of concession that you need to give to make this work right? The level of concession that you're able to go and say, I'm gonna go for this.

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Dieter Runge 24:33

We often hear about this shift from linguistic perfection to fitness for purpose. How do you guide clients and users through that mind set change.

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Speaker 1 24:47

Yeah, that's an interesting one, because I think it ties very well with with the quality that we're speaking about. There is, there is the non purposeful acceptance of what we just discussed about, which is. There is going to be some concessions that you need to give, right if you want to approach fully AI. Now, there is also a level where you need to educate customers into what quality really means. Because you have it in interpretation, you have it in translation, you have the I mean, review is subjective. So is translation. You have ideas move, moved from one language to the other, which means, my opinion, although the idea is the same, might be spoken differently, might be written differently. Same challenge with review. You have a lot of opinionated reviewers out there, and the challenge is, the opinion on a review is not necessarily quality. This is very important when you look at enterprise, because opinions need to be in line with the brand or whatever company you're working with, or whatever structure working with. In interpretation, it would be you need to interpret directly in line with this is medical. So you need to be in line with what's there in those so that there's no opinions around it, and if they're aware, they need to be consistent. I think that's the toughest part of it, the consistency in opinions. Because you you don't have, as we spoke before about when you don't have a language operation, you don't have a language team, you don't have a structure, you have just, let's say standard, I would say random reviewers, people that you send the text to. I used to make a joke about this, and the joke was, usually, you know, somebody at the office would say, Oh, I know somebody in the third floor that has a cousin that speaks Spanish, so they're going to review it for me. Well, no, that they can't, because that's not it. And they're going to bring their opinions. They're not part of the brand. They don't know. That's the challenge with review, the opinionated nature of it, and the fact that it's not consistent, if we were able to

make it consistent, then you can get to a line where that review can define your quality. Does fit for purpose, but that quality fit for purpose also needs to go in line with your levers. That's, that's the whole, the whole conversation behind it. Yeah,

 Dieter Runge 27:04


well, that's, you know, we are perpetually working and living in a preferential industry, in the language industry, and it's, it's always been the case, right? As you say, it's subjective. I mean, there are certain, certain expectations and certain standards have been set in place, but again, particularly in interpreting. In the interpreting space, it could be completely technically well executed interpretation session, and you'll still get preferential commentary and objections and what have you. So interpreters are very familiar,

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absolutely. Speaking

 Dieter Runge 27:44

of interpreters, I mean, we, you know, we've played with some of the speech to speech technologies at boosting go we let

 Speaker 1 27:52

me. Let me just go back, back on that thought for a second, because you're absolutely right in what you were saying, and that that also shows you how the life cycles are completely different. It's not only the opinions at the end of the interpretation, but the fact that, because you're interpreting, you depend on the content being fed to you, and that content can be impacted by your ability to listen, what sound equipment you have, how the person is speaking. Are they speaking directly to you, because sometimes interpreters would actually read lips so they're speaking sideways, they might not be so that all goes back into that upstream thing that we were speaking before. I think it's an important point to make, because again, it goes, in my view, about what content creation is, although in interpretation is more difficult to it's more difficult to manage, but you have ways to control some of it, proper equipment, proper structure, proper setup. So when I say proper is going down to consistency, right? And then you eliminate all of those variables, and you end up with only opinions and choices being variables. And those were, sadly, not gonna go away. You can educate to a point that's 100% right.

 Dieter Runge 28:59

And you know, every interpreter will tell you that. You know, especially you know, when you're in a remote, simultaneous situation, you are juggling technology, sound quality, sound interruptions. There are so many different variables in the mix there, and even a consecutive but you know, community interpreting, there are just things that are beyond the control. The interpreting force majeure is that you cannot anticipate, and not to mention that you're you're

running and strumming guitar and chewing gum at the same time as an interpreter. Yes, the cognitive load is just massive. And then you add elements, the element of surprise, or what have you can change the whole the whole situation. Again, I wanted to talk a little bit about the speech to speech technology that we're seeing in interpreting AI support for. Interpreting. How close are we a world where machine interpreting plays any kind of a meaningful role in business critical conversations? What are you seeing? What are your feelings around that? We get this question quite a bit. I get it quite a bit, and I'm always interested to hear what others are seeing out there. So

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Speaker 1 30:21

I think the role is already there. Speech to speech has proven to be good enough. But then we go down to what is your level of concession. You can use speech to speech today, and it's going to work to a point. So depending on what you're doing, and this is where we go back, content matters, depending on what you're doing and the purpose for it, you can say yes, it's going to be a big thing, or no. As a simple example, look at people that use Google today to do back and forth interpretation of what they're speaking about, like, take Google, flip out the phone, speak to the phone. It says something back translation might be okay, might not be like, you know, but this is a user, let's say a lowest level of standard user that will be me doing touristy in Japan. Let's make that analogy, right? I know there might be some mistakes, but I'm willing to make them, because I'm just, you know, walking the streets of Japan, and if I make a mistake, and a nice person there will help me out, and I try with my phone to get somewhere. We know there's going to be mistakes, but I could use that technology. Are you willing to make same concessions in the example that we're making about the doctor speaking to their patient before? No, I wouldn't. I would say, Yeah, straightforward. Say, No, I wouldn't. So this is where we go into, yeah, this is where we go into, okay, the technology is there, but it has a lot to learn to let it make some, let's call them decisions in high stake, high risk environments. So I think that's where we're at, and any tool that's able to integrate that technology will be the one that gets out on top.

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Dieter Runge 32:01

Yeah. Yeah, interesting times, just sort of looking forward a little bit on the horizon. Well, a lot of the multilingual IIs Right now, obviously the hot topic, what's your take? Are they coming from your background? You know, you've seen this progression. What are they a disruption? Are they an enhancement? Are they something in between? Is this a threat? Is it opportunity, or is it is it both for our industry right now? What? What's your take moving forward?

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Speaker 1 32:38

I'm of the positive mindset. I think it's an enhancement, as NMT was before. It just shifts how people do the work. Of course, certain people don't see it like that. I think it there's a there's a tip for that. Let's take the example of neural machine translation when it came over, right? And even today, by today's standards, if you don't train the model on exactly what you need, it's not good enough for



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Dieter Runge 33:00

a company that's just starting to adopt AI today, SMB, even, even large enterprise companies that are jumping into the into the AI space, in localization and in their language, technology, trajectory, roadmap, whatever you want to Call it, what's one key piece of advice that you would give to organizations for them to avoid costly mistakes moving forward?

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Speaker 1 33:29

Yeah, I think, as we said before we started the podcast, on some of these questions, I think the main one for me would be approaches from the from the view of strategy, rather than a tactical solution to something that's a problem in the now. Approach it from no this needs a strategic answer. Approach it from this language view, this language operation view, you know that you need to start translating. You need to know that you know that you need languages in your structure. Put it in a strategy plan for it, set it up correctly, because any short answer to some of the things is going to cost you more down the line. And it goes with what your processes are, how they need to change, to adapt this to be very seamless, downstream, downstream, and that can be in interpretation, that can be in translation, localization, anywhere like I'll give you a very specific example. It might look very simple for, let's say, a nascent startup as SaaS to translate their interface to have their mobile app to another language. And it is at the beginning. So because you send it to developers, develop developers within their sprint, use some tool to translate stop, bring it back. It's all great, and a lot of the times it's going to be, oh, I use Google Translate to translate, and it's good enough. Yeah, that's not a process. That's a tactical solution to a problem that I have now, later, when you need to start translating content or you need something else, you're going to try to use that same tactical solution, and it's not going to work. So you're going to be scrambling, and you're going to have issues. Just look at it from the strategy standpoint, all the way from the beginning, the moment you know that you need languages in your operation. That's going to ease so much of it down the line, and it's also going to let you conserve budget. It's going to be less costly and less problematic when you need to look at the high level solutions. I think that's one of the key takeaways from from my learnings across the years. It's not always easy to do it, though. I say it like, like, it's, you know, it's this intuitive thing, and it is, but it's not easy to do it. And that's the challenge, because there's very little thought of it strategically, either within departments or at a C suite level. That's the main challenge, and I think that's what companies should avoid.

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Dieter Runge 35:46

I think that's sound guidance. Stevon, Stevan, are you ready for the second hour of this conversation?

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Speaker 1 35:52

Absolutely. Let's go for it. Are you ready to give it two hours

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Dieter Runge 35:56

more? I'm just kidding. I'm just kidding. Although am I who knows? Just kidding, joking aside,

this has been an incredibly insightful conversation. We're at the top of the hour, and I want to say, thanks so much for joining me today from the boostlingo offices, yes, in sunny, balmy Austin, Texas. Thank you. Thank you so much. Thanks for helping us unpack and peek into what the strategic AI powered language technology roadmap might look like. And I say might, because we still don't know yet, because we know, man, this is exciting times, and things are changing, but I think we're on the right track. Most importantly, thank you for taking time off from your Texas road trip to drop in on us and have a chat, and now you can just go find some, some, uh, Austin barbecue.

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Speaker 1 36:47

That's exactly what I'm going to do around the corner. Yeah, thank you so much for the invite. Either. Thank you to boost cast, and I hope to be here again,

D

Dieter Runge 36:56

absolutely. Well, you know the way things are going, you know, I think we could check in with some some some level of periodic cadence, as they say, for our listeners, if you enjoyed today's episode, be sure to subscribe, share and drop us a review. And of course, you can follow Stefan's work and unbabel latest innovations as well on LinkedIn, until next time. Thanks so much for joining us here on Bush cast. Thank you, thank you, thank you, thank you, see you next time you.