

# TransPerfect supports automotive client

with interactive voice response system testing to fine-tune human-machine interaction.



TRANSPERFECT  
DATAFORCE

**“We started with 2 languages for the Americas. With TransPerfect’s consultative help, we now support our drivers around the world in 16 languages.”**

—Director, Validation

## THE CHALLENGE

Interactive voice response (IVR) systems present a unique challenge to engineering teams due to the various accents, dialects, and speech patterns that they encounter. In order to properly serve their users, manufacturers must take all of this into account and provide products that adapt to varying levels of quality, background noise, and differences in speech.

## THE SOLUTION

TransPerfect created a test environment that mimicked our client’s infrastructure. The configuration included automobile benches with instrument panels, infotainment systems, and all other necessary hardware, such as GPS

and Bluetooth®. To ensure confidentiality, TransPerfect also set up the following:

- Media server with thousands of songs
- A GPS and satellite radio receivers/repeaters for strong service
- Sound-absorbent walls for proper voice recording and testing
- Highly secure lab with cameras, proxy card access, and additional security

TransPerfect delivered each project within two to four weeks, drastically reducing our client’s prior timelines. Due to our findings during testing, our client improved their quality and achieved a much greater success rate in markets outside the US.