



UNIT 3

Element 3. Learning Outcome 2

TRANSCRIPT: ADVISING CLIENTS



Table of contents

1	Slide 1	3
2	Slide 2	3
3	Slide 3	3
4	Slide 4	3
5	Slide 5	3
6	Slide 6	3
7	Slide 7	4
8	Slide 8	4
9	Slide 9	4
10	Slide 10	5
11	Slide 11	5
12	Slide 12	5
13	Slide 13	5
14	Slide 14	5
15	Slide 15	6
16	Disclaimer, acknowledgement and copyright information	7
17	Additional metadata	7

1 Slide 1

LiveTextAccess: Training for real-time intralingual subtitles.

2 Slide 2

This is unit 3, IT competence. In this presentation, we will be dealing with Element 3: How to set up the working environment?

3 Slide 3

In this lesson we will talk about the importance of advising clients as part of the subtitle's job. The materials for this presentation have been created by Sub-Ti Access, an accessibility service provider from Italy. My name is Enrico Pigliacampo, I am an Italian man with a beard and short hair. I will be displayed in a box at the top right corner of each slide.

4 Slide 4

The learning outcome of this presentation is that the trainee can advise clients on technical aspects concerning the provision of subtitles for persons with hearing loss.

5 Slide 5

First, we will talk about the type of clients you could meet and the importance of empathy when working with them. Then we will give you some advice on how to engage and work with clients in the organisation of the subtitling service.

6 Slide 6

In the first section of this video lecture, we will talk about the clients.

7 Slide 7

In your job, you can meet two kinds of clients: those who have never, or rarely, used real-time subtitles, and those who regularly use them. The first ones have needs that you need to understand in order to meet. Their needs may not be clear even to them, so they need your expertise to understand what you can do and how your service can help them. By contrast, experienced clients know exactly what they want. The problem may be that you do not have the tools to meet their demands, so you have to find a way to adjust your service and produce the expected results.

8 Slide 8

To understand what the client really wants, it is important to talk to them with empathy. That is because sometimes they want something that may not be completely clear even to them or is impossible to do, so you need to find a possible alternative. But what is empathy? The Oxford Learner's Dictionary online gives this definition: "the ability to understand another person's feelings, experience, etc." Wieseke, Geigenmüller and Kraus give us a more detailed definition on empathy. They talk about "employee empathy" and their definition is useful for real-time subtitlers too. They say that employee empathy is "an employee's ability to sense and react to a customer's thoughts, feelings, and experiences during a service encounter."

9 Slide 9

In the second part of the presentation, we will give you some advice to understand clients' needs.

10 Slide 10

In this slide, we give you some tips on how to conduct good client interviews. The inspiration for this slide come from «From Doing to Thinking: Developing the Entrepreneurial Mindset through Scaffold Assignments and Self-Regulated Learning Reflection” by Lisa Bosman. We have adapted her suggestions to the job of the subtitlers. First, adopt a beginner’s mindset. In this way, you will not take for granted things that may be not so clear to the client. Listen more than you talk, ask questions and give your input when you need to clarify what the client really wants. Once you have a clear understanding of their wishes, explain to them what you can do and what is not possible. If something is not possible, try to find a different solution to satisfy their needs. Always be flexible and open to new solutions, it is also a great opportunity to improve your service.

11 Slide 11

Last but not least, it is important, whenever possible, to involve the client whilst you are setting up and testing your tools. By working with the client, you will reach the desired outcome and avoid complaints later. We talk about setting-up and testing the work environment in the other video lectures of Element 3.

12 Slide 12

Summary.

13 Slide 13

Advising clients is an important part of the subtitler’s job. You have to understand the clients' needs and meet them. It is also important to involve them in the set-up and testing phases to obtain the best possible outcome and avoid complaints.

14 Slide 14

Exercises.

15 Slide 15

Watch Aïda Regel Poulsen and Marcel Bobeldijk's video in the Unit 3 Element 3 playlist on the LTA YouTube channel to understand the end users' point of view.

16 Disclaimer, acknowledgement and copyright information

Authors: Sub-Ti Access

Copyright: The document is proprietary of the LTA consortium members. No copying or distributing, in any form or by any means, is allowed without the prior written agreement of the owner of the property rights.

License: The document is made available to the public under the terms of the Creative by Attribution ([CC-BY-SA 4.0](https://creativecommons.org/licenses/by-sa/4.0/)) license

Disclaimer: This project has been co-funded with support from the European Commission. This publication reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

17 Additional metadata¹

Title or file name of resource	U3_E3_LO2_Advising-Clients_TRANSCRIPT.docx
Version	Final
Description of resource	Audio transcripts for the video lecture about advising clients.
Keywords	IT, respeaking, velotype, accessibility
Author/Contributor	Sub-Ti Access
File type	Text
Length (pages, actual length of audio or video)	7 pages
Copyright holder	Sub-Ti Access
Other related pedagogical assets	PowerPoint presentation, other videos in the YouTube playlist of the Unit.
Related subject or skill area	Unit 3. IT Competence
Publisher	LiveTextAccess
Format	PDF file
Issued	21 June 2021
Language	English
Licence	CC BY-SA 4.0
Accessibility	PDF checked with TingTun
Certified by	ECQA: http://ecqa.org/

¹ The scheme used is an adaptation of the format provided by the EU project 2014-1-DE01-KA203-000679