

MASS
TRANSIT

Jabra GN



Speak their language

Real-time translation for mass transit

Communicate with passengers and travellers from anywhere

More people are travelling internationally than ever before. But this means staff at airports, seaports and transit hubs are struggling to communicate with passengers. If an interpreter is unavailable, crucial information gets missed, resulting in delays, friction and misunderstandings. And these issues will be further exacerbated in the wake of COVID-19.

A new approach is needed.

Tala is an innovative translation solution designed to support information desks, crew and customer services at transit hubs. Using a certified Jabra speakerphone or headset device and the Tala mobile app, your teams can speak in multiple global languages, resolve issues, provide directions and make travel smoother.

What is Tala?

Tala is an app that lets two people hold a real-time conversation in multiple global languages using a Jabra headset or talking into a speakerphone:

- An information desk employee gives directions using a Jabra headset or speakerphone
- The traveller hears an instantaneous translation in their language
- The traveller replies in their language and it is translated back for the employee
- A recording and transcription of the conversation is stored securely
- English to: Polish, Hindi, Arabic, French, Chinese, Spanish, Portuguese, Tamil and many more

Tala: make travel smooth and seamless for all

Tala lets you communicate directly with travellers who do not speak English. Now your staff can discuss directions, documents or delivery of goods. And that means you resolve issues faster and offer the best service.

3.5%

Cost to the UK economy from lack of language skills in trade [1]

£48

Initial hourly rate for UK border interpreters, rising to £72 at weekends. [2]

£300 million

Estimated passenger numbers passing through UK airports each year. [3]



How mass transit providers benefit from Tala

When your frontline staff need to communicate with travellers who don't speak English, Tala lets you speak their language.

Improve flow

Fast communication improves passenger flow through transport hubs.

Reduce delays

Avoid delays caused by confused travellers.

Smooth business

Reduce frustration at borders where a simple conversation could fix paperwork issues.

Better customer services

Passengers are impressed when issues are solved quickly.

Highly secure

All conversations are stored in a secure, encrypted cloud environment.

Save time

Front line staff save time fixing 'simple' problems over and again.

Support diverse communities with confidence

Customer service teams, administrators, border staff and transport crew can use Tala in many scenarios:

- COVID-19 recovery**
As mass transit reopens after the pandemic, Speechly supports crucial conversations around vaccinations, symptoms and travel history.
- Information desks**
Staff can easily provide directions to the right platform or gate and resolve other traveller queries.
- Transport staff**
Bus drivers, ticket inspectors and stewards can provide directions or inform passengers which stop they need.
- Logistics and shipping**
Container ship captains and rail freight drivers can communicate with local staff.
- Special events**
When large numbers of foreign travellers pass through transport hubs (e.g. international sports events) Speechly lets your staff communicate with them.

Compatible Jabra devices

Tala is exclusively compatible with the following Jabra devices: Evolve2 40, 65, 85, Evolve 40, 65, 75, PRO930, SPEAK 710, BlueParrott C300-XT.

Tala lets mass transit providers communicate seamlessly with tourists, business travellers, pilots and drivers anytime, anywhere. This supports trade, smooths travel and facilitates passenger flow.

Request a demo or visit www.Tala.global

