

The other angle on...AI

Speaker: Dr Miles Wen, Co-Founder and CEO of Fano

[Voiceover] In Japanese, muzukashii means difficult.

To native English speakers, difficult may be a challenge, something to overcome.

But in Japanese business culture, this word signals that something is out of the question.

Understanding these subtleties in translations has become critical for global businesses.

In the past, 59% of executives reported that misunderstandings in language had halted international business deals.

But the rapid advances in artificial intelligence could bridge the gap.

(bright upbeat music)

The Other Angle on AI from The Verge and HSBC.

[Text on screen] The Other Angle on AI from The Verge and HSBC.

The other angle on AI from The Verge and HSBC.

[Voiceover] AI is an accomplished literal translator, but humans don't speak literally.

[Dr Miles Wen] It's not just about the language itself, it's about the meanings.

It's about the more subtle emotions behind those just simple words.

[Voiceover] Dr. Miles Wen is the co-founder and CEO of Fano, which develops AI software to better understand the nuances of human speech and languages.

[Dr Miles Wen] The way AI extracts meanings and also subtle, you know, interpretations from languages is just a classification problem.

This is angry, this is happy, this is excitement.

[Voiceover] In Hong Kong, the company developed an AI customer service agent that uses sentiment analysis.

In spoken conversations, it was able to accurately understand the frustrations and complaints of callers, even when people were switching between Cantonese and English mid-sentence, a common language practice in this region.

And when it comes to customer service agents.

[Dr Miles Wen] In some of our clients, we'll see the average complaint handling time reduced by up to 50% with the help of AI.

[Voiceover] The impact of this technology for global businesses is massive.

40% of global consumers say they avoid companies without native language support.

AI improvements could bring them back.

So maybe understanding each other isn't so muzukashii after all.

(lively music ending)

[Text on screen] The Verge, HSBC. An Explainer Studio Production.