

WHY YOU NEED HUMAN-IN-THE-LOOP AI TRANSLATION

While it's tempting to rely solely on generative AI / Large Language Models, it's the combination of machines and human intelligence that produces your desired translation results.

Despite remarkable progress in generative AI (GenAI) / Large Language Model (LLM) technology, human-in-the-loop AI translation is crucial.

GenAI/LLMs enhance translation efficiency and cost-effectiveness. However, it can't be entirely trusted to operate without supervision.

Nor is it capable of running independently, making human intervention indispensable. Humans help bridge the AI trust gap, while machines enable humans to provide more ingenuity than ever; the contributions of both AI and humans will produce the translation outcomes you need.

5 Key Challenges of GenAI Localization and How a Human-in-the-Loop Approach Helps

Technology can amplify, augment, and assist humans as they ideate new concepts, but no technology can replace human creativity. In recent testing of LLMs, Lionbridge localization engineers have identified five key issues that LLMs present and how essential a human in the loop can be.

CHALLENGE 1

Achieving Consistency

How GenAI/LLMs fall short

GenAI/LLM technology performs best when the prompt is kept to a few hundred words, forcing large complex prompts to be split up. This constraint often results in chunks of inconsistent translation output.

How humans help

A human reviewer can review the entire automated output to ensure consistency.

CHALLENGE 2

Addressing Linguistic Assets

How GenAI/LLMs fall short

LLMs do not inherently have Translation Memory (TM), glossary, or terminology. These things must be layered in, using a series of prompts to ensure your desired glossary, terminology, and brand voice.

How humans help

People trained to perform this work infuse multiple glossaries and instructions per project type into a series of prompts for a consistent brand voice.



CHALLENGE 3

Generating Prompts

How GenAI/LLMs fall short

People generate prompts, not LLMs. An LLM cannot generate effective prompts, an initial step and critical requirement for effective performance.

How humans help

Skilled prompt engineers can develop prompt templates, automate prompt recycling, and execute post-processing prompts for an optimal workflow.

CHALLENGE 4

Reusing and Recycling Effective Prompts

How GenAI/LLMs fall short

LLMs cannot recycle and iterate prompts on their own for desired outcomes.

How humans help

When a prompt proves effective, skilled experts can create sophisticated, dedicated platforms that organize thousands of prompts, recycle their usage, and interject instructions and glossaries as needed; this has led Lionbridge to design a prompt iteration platform to reuse prompts.

CHALLENGE 5

Scaling an LLM to Perform Complex Tasks Across a Large Enterprise

How GenAI/LLMs fall short

LLMs can perform highly functional support at scale, but translation is not one of them. Currently, LLMs can't match the speed, quality, and affordability of the five major Neural Machine Translation engines.

How humans help

Through testing, AI experts determine where and how to integrate LLMs into existing workflows that leverage Translation Memories and Neural Machine Translation side-by-side to save time, reduce effort, and cut costs. Lionbridge's dedicated AI team excels at harmonizing LLMs into existing workflows.

So, What Will People Do?

The 3 Major Roles for Human Empowerment

Machines reduce repetitive work for humans, freeing them to be more creative.

Human creativity empowers AI-driven solutions in the following ways:



Content Ideation

People ignite the content creation process with ideation.



Content Validation

People ensure accuracy, security, and authenticity.



Content Analysis

People enable stronger monitoring and better performance.

Why Lionbridge

Now, in an Age of Trust, Lionbridge is focused on ensuring you're confident in both the AI translation output and our ability to manage the rapidly evolving technology to achieve your goals. Whether you're looking for cost savings, faster service, or higher quality, Lionbridge has incorporated LLMs to alleviate mundane tasks, perform QA checks, and leverage AI for better translation outcomes.

We provide:

- An agnostic AI platform approach, deep prompt engineering, and technical capability for desired content outcomes.
- Complete transparency during every step in the process, whether by machines or humans.
- Attention to the most important aspect of localization — your content and how it performs for your customers.

With 25+ years of experience, we've shepherded our customers through every industry transition. We're ready to help you adapt and thrive through this one.

Get in Touch

Contact us today to preview and learn more about our AI solutions and how we combine the best of machines and human ingenuity.

LIONBRIDGE