

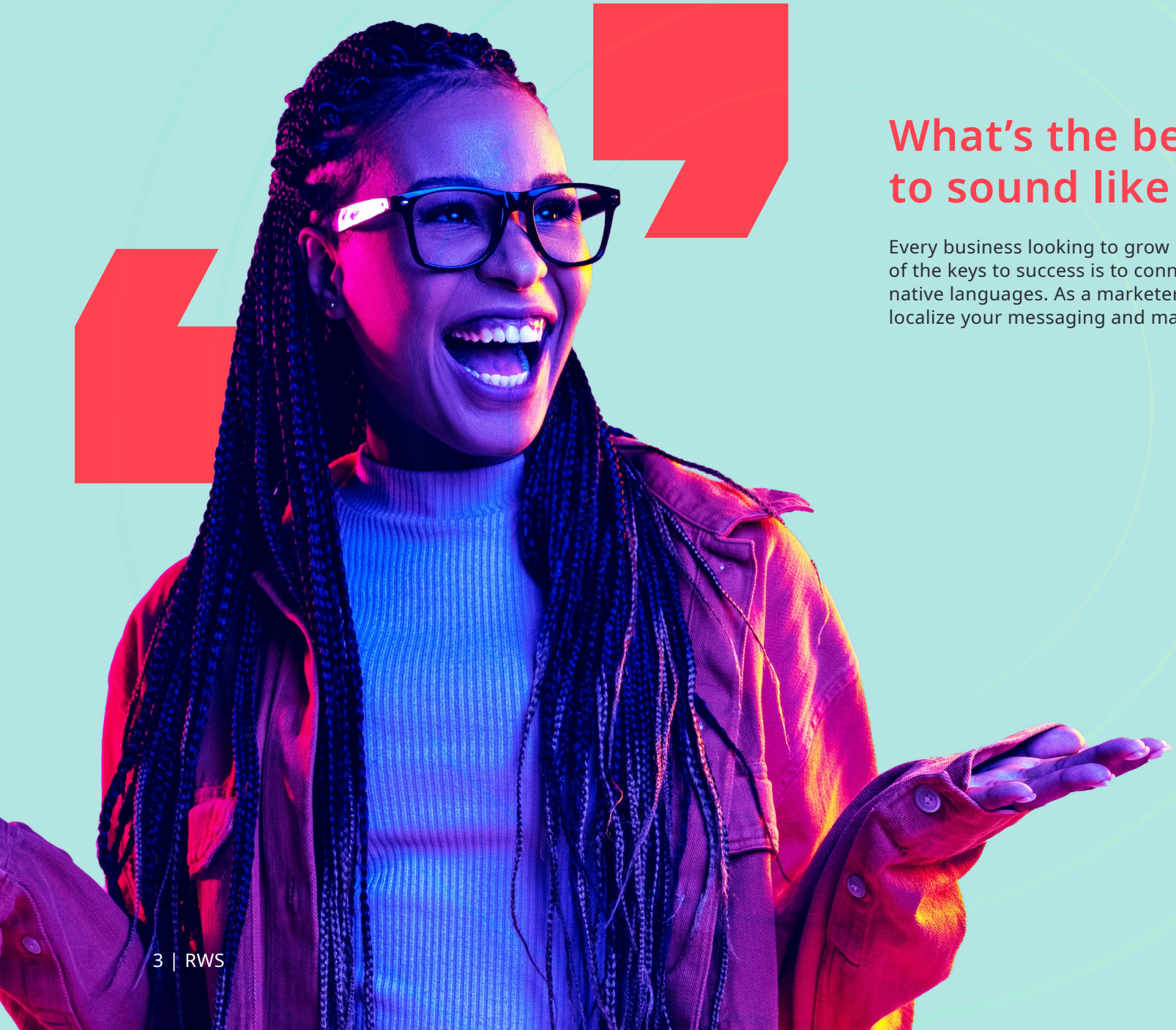
Human-AI translation: best practices for global marketing success



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What's the best way to sound like a local?

Every business looking to grow internationally recognizes that one of the keys to success is to connect with new customers in their native languages. As a marketer, how do you identify the best way to localize your messaging and marketing content?

Use a free online translation tool?

A free online machine translation (MT) tool is certainly fast – and can't be any cheaper. But it comes with risks.

For rarer language pairs, where the MT tool's training has been limited by a lack of good bilingual content, the result may fall quite far short of acceptable quality. Even for common language pairs, the authenticity of your communication and brand image may be harmed by issues such as:



Mistranslations of industry or topic-specific vocabulary



Missed cultural nuance, including literal translations of non-literal language



Gender biases, such as turning a female engineer into a male one



Translation of elements that should be left untranslated, such as names of people or products

In the localization industry we talk about language **pairs**, comprising a **source language** (the one translated from) and a **target language** (the one translated into).

Ask a colleague?

Another cost-effective option is to turn to a colleague who is fluent in your target language. As a short-term solution this may be viable, but over time, their other responsibilities are likely to affect your deadlines.


And what do you do when you need to translate into a new language? Finding an amenable colleague for every language is hardly a scalable way of working.

A better approach: work with translation professionals

To avoid these and other common pitfalls, consider working with translation and localization professionals right from the start.

For a scalable solution – and to avoid having to find individuals for each target language yourself – look for a reputable provider of language services that covers the languages you need today and the ones you may need in future. Make sure they use the right tools – including the latest in AI – to deliver affordable quality at speed.

Let's break down what you should be looking for.



Informal translation processes also usually result in inconsistencies and mistakes over time, because they lack the appropriate tools and a proper review process.

The advantages of professional translation

When you work with the right kind of language service provider (LSP), you can be confident that the translation and localization professionals they assign to your work are:



Native speakers of the target language and fluent in your source language



Qualified in the science and art of translation and localization



Experts in your industry and knowledgeable about its terminology



Familiar with the cultural norms and references of your target market



Tools to boost productivity

They will also use computer-assisted translation (CAT) tools to boost productivity in a wide variety of ways, with important benefits for you.

Consistency and cost control

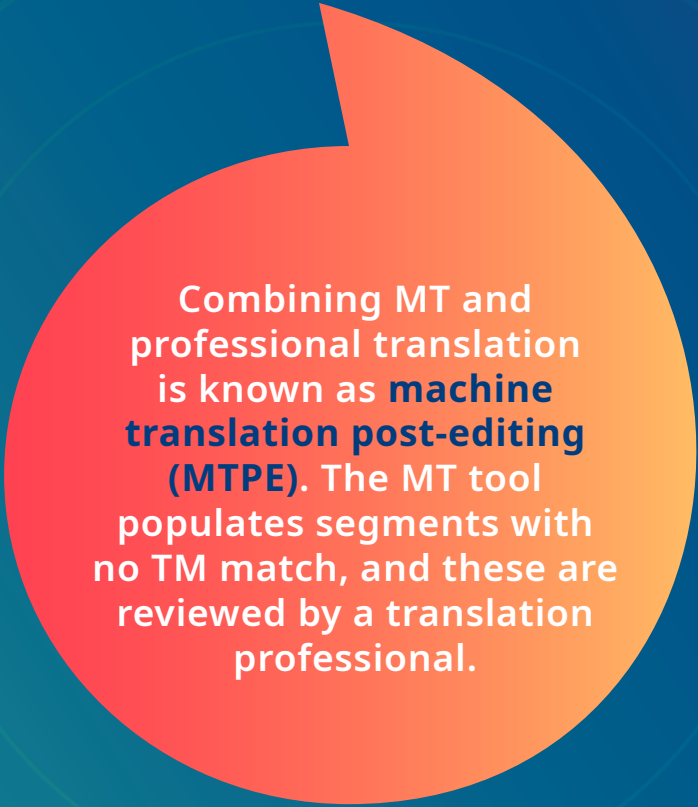
CAT tools break up the source document into segments for translation, then store the segments, along with their translations, in a client-specific translation memory (TM) for later reuse. Each new project is first run through your TM and all complete and partial matches are automatically translated.

As your TM grows, it offers more and more matches for new projects, significantly improving the consistency of translation and reducing its cost.

Efficiency and speed

Besides TMs, CAT tools incorporate a wide array of other automated productivity-enhancing and quality assurance features, from spell-checking to language-specific formatting checks; as well as workflow capabilities to help keep projects on track to meet deadlines.

CAT tools also typically enable connectivity to MT tools, allowing you to avoid the risks we covered earlier because the process now includes a human expert to review and refine the MT output for an accurate and fluent translation.



Combining MT and professional translation is known as **machine translation post-editing (MTPE)**. The MT tool populates segments with no TM match, and these are reviewed by a translation professional.

Elevate your experience: combine professional translation with new forms of AI

AI is advancing fast and becoming more accessible. You've doubtless heard of – or even tried out – a type of AI known as generative AI (GenAI). Many of these tools are a specific type of GenAI known as a large language model (LLM).

LLMs offer the potential for automated translation that is more nuanced and natural-sounding than MT alone can achieve. But, just as with MT, even the best of these tools have serious limitations that create risk if used without human oversight.

Did you know that the translation industry has been using AI for years? The latest MT tools are a form of AI known as **neural machine translation (NMT)**, which works somewhat differently from GenAI.

Why GenAI alone is not enough

GenAI can bring a lot of benefits to the translation process, but it's not advisable to rely on it alone. It's vulnerable to many of the same issues as MT, with lower accuracy for less common languages and the possibility of mistranslations and biases. Because of the way it works, an LLM is also more likely to:

- Omit sections entirely or leave them in the original language
- Fabricate translated output that bears no relation to the original – this is known as 'hallucination'

The best of both worlds

Ideally, you'll combine the automation benefits of GenAI with the skills of localization professionals to create accurate, fluent translations of your marketing content as efficiently as possible.

This is where the HAI platform from RWS comes in.

A smooth, efficient process with the HAI platform

The HAI platform from RWS blends the power of AI – both MT and GenAI – with the cultural sensitivity and linguistic finesse of translation professionals. This combination ensures that your marketing content is translated quickly and accurately, and that it will resonate authentically with diverse audiences worldwide.

How does it work?

The HAI platform is easy to use. Simply upload your file, indicate the source and target languages, and approve the quote we send you. Log in to your account to see a live dashboard showing the status and planned delivery dates for your projects.

The CAT and AI tools behind the platform enable rapid translation of large volumes of content, reducing turnaround times compared to a human-only approach. Our AI tools learn from the input of our human translation professionals and linguists so that, over time, they generate even more accurate translations first time around – further helping to accelerate your projects.



Benefits of using HAI

Accuracy at speed

The combination of technology and human oversight delivers fast, accurate translations – empowering you to launch time-sensitive campaigns, respond promptly to market trends, and seize global opportunities as they arise.

Cultural relevance

Our human in the loop approach ensures that translations aren't just accurate but also culturally relevant, helping your messages to resonate authentically with your target audiences.

Comprehensive capabilities

You can use the platform to translate a wide range of content in order to deliver a consistent brand experience across markets and channels, including:

- Marketing materials such as brochures, flyers and social media posts
- Website and e-commerce content
- Customer support communications
- Product descriptions and technical documentation

Scalability

You can start small and add more languages and projects as your business expands into new markets – there's no need to switch providers or learn new systems.



Experience the future of translation

AI is transforming the translation landscape, enhancing the speed and accessibility of translations. But the human touch remains essential for capturing the nuances and cultural context that make your translated content resonate with international audiences.

Backed by RWS's decades of experience in language services, the HAI platform empowers you to take advantage of AI combined with human expertise to help you achieve your business goals in the global marketplace.

Ready to experience the power of HAI for yourself?

Discover how HAI can transform your brand's global reach. Speak to one of our localization specialists by using HAI's **Contact us** option or simply explore and try HAI now.

rws.com/hai



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About RWS

RWS Holdings plc is a unique, world-leading provider of technology-enabled language, content and intellectual property services. Through content transformation and multilingual data analysis, our combination of AI-enabled technology and human expertise helps our clients to grow by ensuring they are understood anywhere, in any language.

Our purpose is unlocking global understanding. By combining cultural understanding, client understanding and technical understanding, our services and technology assist our clients to acquire and retain customers, deliver engaging user experiences, maintain compliance and gain actionable insights into their data and content.

Over the past 20 years we've been evolving our own AI solutions as well as helping clients to explore, build and use multilingual AI applications. With 40+ AI-related patents and more than 100 peer-reviewed papers, we have the experience and expertise to support clients on their AI journey.

We work with over 80% of the world's top 100 brands, more than three-quarters of Fortune's 20 'Most Admired Companies' and almost all of the top pharmaceutical companies, investment banks, law firms and patent filers. Our client base spans Europe, Asia Pacific and North and South America. Our 65+ global locations across five continents service clients in the automotive, chemical, financial, legal, medical, pharmaceutical, technology and telecommunications sectors.

Founded in 1958, RWS is headquartered in the UK and publicly listed on AIM, the London Stock Exchange regulated market (RWS.L).

For further information, please visit: www.rws.com

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