

THE LIONBRIDGE TRUST FRAMEWORK

Developing confidence in generative AI hinges on transparency, reliability, usefulness, safety, and timeliness

Are you asking the right questions to gain confidence in generative AI (GenAI) / Large Language Model (LLM) technology for your translations? Our TRUST framework provides guidance.

Elements of the Lionbridge TRUST Framework

Consider these elements when implementing GenAI/LLM technology into your translation workflow.

TRANSPARENCY

Is your language partner transparent about how they're using GenAI during localization?

Gravitate toward vendors willing to share exactly how they incorporate GenAI/LLMs into the localization workflow and their technology choices. This step will go a long way toward assuring internal stakeholders that their content is processed and managed appropriately. Some companies rely on a robust legal review at the beginning of any AI process to ensure compliance with regulatory requirements, maintain transparency, and promote confidence in using the technology.

RELIABILITY

Are your LLMs producing reliable translation output?

You can do a lot to promote reliable AI translation output performance. Instead of counting on human post-editors to improve quality at the end of the process, use accurate data and carefully craft a chain of AI interventions before processing.

Determine what you want the machine to do, prompt the engine well, and conduct test pilots. Iterate, test, and confirm your satisfactory results before proceeding to the next step.

Want to check whether your AI produced quality translations for standard content after the fact? Let GPT-4 evaluate it. At the time of this writing, GPT-4 was the most reliable LLM and even made fewer errors than humans when evaluating output segments.



USEFULNESS

Are you implementing GenAI to get useful results?

AI, for AI's sake, gets you nowhere. Be deliberate about identifying purposeful projects for which GenAI will be useful and propel your company forward. Only then will you be able to capitalize on the technology's timesaving and cost-enhancing benefits.

SAFETY

Is your data safe?

Protect your intellectual property by ensuring that LLMs do not absorb and use your content for training or other purposes you do not condone. Also, consider whether you are using an LLM in a data center hosted within a geo-political domain. Determine whether the entity built the LLM to provide a particular outcome or narrative they espouse. This type of risk may arise when you must use specific machines to meet regulatory requirements, or you are mandated to use government-sanctioned models.

TIMELINESS

How quick and efficient will GenAI be for your desired purpose?

GenAI/LLM technology can promote speed and efficiency in your localization process. Still, if a company rushes into using the technology, it risks overlooking essential factors needed to achieve good results. Tuning the LLM, building a Retrieval-Augmented Generation (RAG), and testing it for satisfactory outputs may be necessary. All these interventions take time and money to implement, and you must factor them into your Return on Investment (ROI) analysis.

Why Trust Lionbridge

Lionbridge is a GenAI/LLM expert, helping some of the biggest brands in the world test and implement GenAI for translation to gain cost and speed advantages. Fully transparent and technology agnostic, we're the partner you can trust to put your needs first, protect your data, and manage GenAI responsibly.



Get in Touch

Contact us for an evaluation if you're wondering how best to use AI. Our data-driven approach will guide you to leverage it intelligently and purposefully, enabling you to unlock its full potential.

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