LIONBRIDGE

AI CONFIDENTIAL:
THE SECRETS TO SUCCESSFUL AI IMPLEMENTATION

THE CRITICAL ROLE OF AI DATA SERVICES FOR EFFECTIVE AI PROJECTS

**Despite the promise of AI,
current failure rates are staggering:**

80%

OF ALL AI PROJECTS FAIL

42%

**OF ALL COMPANIES ARE ABANDONING
THEIR AI INITIATIVES**

These statistics are a shame, because failure is preventable.

And Lionbridge doesn't want your company to fall into those discouraging stats. Having worked with the most advanced iterations of AI technology to help hundreds of customers maximize the benefits of their AI projects, we've learned a thing or two.

AI can be all that you hope for — with transformative powers for unmatched opportunities for growth and efficiency — but only if executed effectively. And we've gone public on what it takes to do it.

**Ready To Take the Next Step?
LET'S GO.**

MEET OUR EXPERTS

In a rare confluence of expertise, Lionbridge AI leaders offered diverse perspectives on effective AI use.
Here's what they are all about
(and why you should trust them)
and a quick take on their AI viewpoints.

**WILL ROWLANDS-REES,
CHIEF AI OFFICER**
Obsessive about partnering with companies to successfully implement AI.

It's really important to have an AI strategy, but it's important to have an AI strategy that is tied to your business strategy.... When things don't work, [it's because someone has] built a great mousetrap, but no one needs the mousetrap.

**EMER MCCARRICK, DIRECTOR
OF RESOURCING, AI**
Here to make AI crowd resourcing smoother, smarter, and more human, even at scale.

It's not just about finding a particular expert [for AI training], you know, it's about finding the right expert in the right place with the right demographic background.

**MALGORZATA GORBACZ,
AI PROGRAM DIRECTOR**
Committed to partnering with customers to create AI solutions that boost innovation and improve quality of life.

Understand what you want to achieve and then bring the right experts into the conversation... Then make sure to get that end user experience and feedback to make sure you're successful in that particular AI journey.

**ENGI LIM,
ENTERPRISE SALES DIRECTOR, AI**
Here to make your AI ambitions real and fast.

The larger the company, the more departments, the bigger the silos. And the data lake is a huge problem because not everyone can access that data lake. Not everyone understands what's available to be accessed.

DIANA FORTIN, HEAD OF AI QUALITY
Using AI strategy to lead training and quality frameworks that deliver consistent, scalable success.

I think of AI as a helper, but AI is a helper to us... It's not an enemy. It's a friend. So, you can use it in many parts of your workflow to automate, to create different solutions.

SUZANNE TUCKER, ENTERPRISE SALES DIRECTOR, AI
Challenging and reducing bias to drive a more inclusive AI experience.

Great models that we are really seeing and using today are a mimic of human behavior and human outcomes, and [there's] a lot of complexity and nuances that go into that.

THE IMPORTANCE OF AI DATA SERVICES: WHY IS IT ESSENTIAL?

The success of AI projects heavily relies on the quality and appropriateness of the data used. Data issues, such as poor quality, incorrect data, and problems with data governance and silos, are common culprits behind AI project failure. Ensuring that the data is fit for purpose and aligns with the specific needs of the AI model is crucial.

AI data services encompass a broad spectrum of solutions designed to optimize Artificial Intelligence in business processes. These services include AI training data, AI model development, and industry-specific AI solutions.

It may include:
Data annotation | Data collection | Workforce management
Output validation | Development support

Understanding the nuances of AI data services is vital.
Want to set your AI projects up for success? Focus on these five considerations.

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> The number one offender is the inability to be flexible... You've got to adapt rather than continuously trying to put a square peg in a round hole.
>
> **SUZANNE TUCKER, ENTERPRISE SALES DIRECTOR, AI**

— REASON #1 ASK: ARE YOU SOLVING THE RIGHT PROBLEM?

Making sure your AI project focuses on the right business problem is essential for success. Many AI initiatives fail because they don't address the core issues impacting business goals, resulting in misalignment and wasted resources. Avoiding a siloed approach is important, as it can greatly limit the reach and effectiveness of your AI solutions.

To truly solve the right problem, it's vital to engage in continuous dialogue. This means understanding how the problem and the data evolve over time. Consider the entire data lifecycle — from collection to annotation — and ensure each phase aligns with your business objectives. Culturalization and content relevance are also crucial, as they maintain the AI model's effectiveness and adaptability.

AI projects often involve complex workflows, requiring the ability to pivot and adapt as new insights and challenges emerge. A holistic and adaptable approach helps prevent becoming too rigid or narrowly focused on a single part of the problem.

To gauge whether your AI projects align with your business problems, use this checklist and make sure to:
- Take a holistic approach rather than focusing on a single issue.
- Engage in continuous dialogue to understand the problem's evolution.
- Consider the entire data lifecycle and its alignment with business objectives.
- Ensure cultural and content relevance.
- Maintain flexibility and agility to adapt to new insights and challenges.

For any AI project to succeed, you need high-quality data, and understanding your data is essential. Too often, AI efforts fail because the data is poor, not aligned with the project's goals, or locked in silos. These issues can lead to wasted resources and missed opportunities.

To ensure your data is suitable for its purpose, start by assessing its quality, as high-quality data is crucial for training effective AI models. This involves not only verifying the accuracy of the data but also ensuring that it accurately represents the problem being addressed. Employing both top-down and bottom-up analysis can help find gaps and strengthen the connection between data collection and business goals.

Think about the entire data lifecycle, from collection to annotation. At each stage, it's important to assess whether the data meets your AI system's standards. Poor data governance can cause inconsistencies and errors, which may weaken your AI's potential. By constantly evaluating and improving your data, you keep it relevant and effective.

Culturalization and content relevance are also vital. AI models must adapt to various contexts and demographics to be truly effective. This requires considering factors like language, cultural nuances, and content appropriateness during the data preparation phase. The data must accurately reflect the real world and be free from bias.

Finally, collaboration and expertise play a significant role in ensuring data quality. Bringing in experts who understand the nuances of AI data can offer insights that might not be apparent initially.

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Opening up the conversation [about data quality] in the beginning [of the process] is vital... Once you understand what the needs are, you start that process, and it goes from there.

DIANA FORTIN, HEAD OF AI QUALITY

REASON #3 INVESTIGATE: ARE YOU USING YOUR AI SYSTEM IN THE RIGHT WAY?

So, you have data. You've built your system. However, it is not working as intended. Why so?

One common mistake AI teams make is focusing on the immediate AI outcomes that can be achieved, rather than prioritizing the business goal. This misalignment can lead to inefficiencies and project failures, often occurring when companies lack cross-departmental collaboration.

While smaller companies tend to be more agile, larger companies face greater challenges as departments are more likely to work in silos and teams may overlook the needs of key stakeholders. When this occurs, improving data and aligning it with business goals become essential steps toward achieving successful results.

Fixing issues — which involves obtaining better data that is verified, labeled, and employing a human in the loop to train models better or fine-tune them — requires an investment in resources and time. Resulting challenges and delays can often be avoided through proper planning, establishing clear goals, regularly testing AI systems to ensure they are delivering the desired outcome, and involving experts early in the process.

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> Most of our clients bring us in at the end when they're not achieving [their] goals. They're not hitting those business outcomes... [They] come to us and say, 'You know, I wished you were here from the start because then we could plan this and not waste time.'
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> **ENGI LIM,**
> **ENTERPRISE SALES DIRECTOR, AI**

REASON #4 KNOW: HOW CAN AI EXPERTS HELP DELIVER SUCCESSFUL OUTCOMES?

Once a company recognizes the benefit of involving experts to drive its AI initiatives forward, engaging with the right partner becomes crucial.

Lionbridge plays a pivotal role in ensuring the success of its customers' projects by deeply embedding itself within their teams. Critical success factors include:

- **Early and continuous collaboration** — Engage with your partner from the beginning of the journey — starting with onboarding — throughout the entire delivery cycle. Lionbridge's program managers, project managers, and subject matter experts, as well as experts in data annotation, data collection, and localization, make valuable contributions throughout the process. And don't forget to collaborate on a hyper level internally, even with teams you may not usually collaborate with.

- **Alignment on goals** — Ensure everyone is aligned early in the process to set the stage for success. Your partner can even help you shape your goals, ensuring that you are solving the right problem.

- **Flexibility and adaptability** — Be open to changing workflows and approaches based on feedback and data results to keep the AI system relevant and effective as it evolves.

- **Combination of expertise** — Expect your partner to bridge skill set gaps between data knowledge and localization professionals, especially for projects involving linguistic models that produce translations, to create a seamless experience and to enhance the effectiveness of the AI solution, ensuring it is robust, accurate, and inclusive.

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> A lot of customers come to us [after] they've tried with somebody else… We want to hear the story. We want to understand what went well, what didn't go well, so we can design the right solutions.
>
> **MALGORZATA GORBACZ, AI PROGRAM DIRECTOR**

REASON #5 IDENTIFY: WHAT ARE YOUR UNKNOWN UNKNOWNS?

Recognizing the unknown unknowns is crucial for the success of AI projects. It involves identifying aspects and challenges that are not immediately apparent but can have a significant impact on outcomes.

Working with a diverse team helps reduce these unknowns. Bringing different perspectives and expertise to the project helps uncover biases and spot potential issues that might otherwise be overlooked. By considering a wide range of viewpoints, the team can better anticipate and mitigate risks, ensuring a more robust and successful AI implementation.

> The answer really lies in how we intentionally design the crowd we are going to work [with].... It's just as valuable to find the polar opposite of what we think we want and bring in that diversity, because that kind of contrast... can really reveal some of the bias that's in that data.
>
> **EMER MCCARRICK, DIRECTOR OF RESOURCING, AI**

REAL-WORLD EXAMPLES OF AI USE

AI technology is transforming industries by solving real business problems through innovative applications. **Here are some of the ways enterprises are effectively using it:**

Call Center Operations
Companies are using pre-made AI agents or building their own by using their call center data. The AI agents can reduce call volume and average call time, improving efficiency and customer satisfaction.

Search Optimization
Businesses are utilizing AI to craft effective search prompts, allowing users to navigate products and services efficiently. This use leads to better user experiences and increased satisfaction.

Process Automation
Organizations are using AI to optimize operations. A hotel resort chain used AI to manage food waste by analyzing camera footage over food waste bins, identifying waste types, and adjusting portion sizes and menu items based on data-driven insights.

Chatbots
Enterprises are deploying AI-powered chatbots for customer interactions. These chatbots enhance customer service by providing quick and accurate responses, thereby freeing up human agents to focus on more complex tasks.

Internal Use
Companies are increasingly utilizing AI internally to enhance employee efficiency and make productivity gains across various departments.

Ready to Take the Next Step?

By aligning AI projects with business goals, prioritizing data quality, fostering cross-departmental collaborations, comprehensively planning and setting goals, and identifying and addressing unknown unknowns, businesses will maximize the likelihood of their AI initiatives succeeding.

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> If you're focused on your business goals and not trying to...
> leverage the shiny toy, then I think you've got a fighting chance
> of being successful.

WILL ROWLANDS-REES, CHIEF AI OFFICER