



CERTIPORT'S AI EXAM

AN AI CASE STUDY

"Our Lionbridge AI and linguistics expert added valuable insight into how machine learning and AI are used in translation projects. He helped us identify the skills, knowledge, and abilities candidates need for these use cases."

— Certiport

7 ADVISORY
MEETINGS

1 AI
CERTIFICATION EXAM

5 YEARS
OF PARTNERSHIP

ABOUT THE CUSTOMER

Certiport is a Pearson VUE Business. Founded in 1997, this Lionbridge customer is a well-established performance-based certification exam and practice test solution provider. They specialize in developing software and professional skill certification programs, especially for technology and business verticals, including:

- Microsoft Office Specialist
- Adobe Certified Professional
- Autodesk Certified User
- Apple App Development with Swift Certification
- IC3 Digital Literacy Certification
- Entrepreneurship and Small Business

Certiport is widely recognized in academic and professional environments and offers learning materials, practice tests, and preparation resources. This Lionbridge customer operates via a global network of authorized testing centers, including:

- Schools
- Colleges
- Universities
- Training Centers

Lionbridge has been partnering with Certiport for more than five years. We've assisted them with localizing various certification exams (including preparation and study materials). Notably, we localized some exams for certification in products from technology giants Microsoft and Adobe.

THE CHALLENGE

Certiport developed a **Generative AI certification for high school students**. The exam is available for students in the 12th grade (around 17-18 years old). Companies will also use it to evaluate their job candidates' and employee's AI knowledge. To build the most comprehensive and accurate exam, this customer created a group of AI subject matter experts, including:

- High school teachers
- Software specialists
- Lawyers with relevant AI knowledge
- Creative directors
- Language specialists

Certiport asked Lionbridge to offer an AI-savvy language specialist who could contribute to the group's efforts and assist in developing exam objectives. Notably, we contributed the only AI and linguistics expertise on the advisory panel for developing the exam. They also needed to be familiar with these topics:

- AI ethics
- Prompt engineering
- AI content creation
- Personalized learning aids
- AI integration
- Mitigating AI errors
- AI's social impact

THE SOLUTION

We assisted Certiport by offering one of our **Language Excellence Managers to join the task force**. This language manager has relevant AI experience and helps implement AI-powered language solutions for clients daily.

Our Lionbridge AI expert attended and contributed to a series of seven meetings discussing the content and structure of the AI certification exam. All the meetings were about 2-3 hours long and took place over one month in Spring 2024. The meetings were labeled:

- Job Task Analysis [JTA] Kick-off
- Job Task Analysis Training and MQC Definition
- JTA - AI Integration and Translation
- Personalized Learning, Ethics, and Law
- Error Mitigation

Final Objective Domain and MQC Review (MQC means Minimally Qualified Candidate, i.e., the minimal candidate performance that passes the exam.)

ABOUT LIONBRIDGE'S AI EXPERT

- Has taken several AI courses
- Stays updated on AI advances via multiple newsletter subscriptions, webinars, etc.
- Has used Machine Translation (MT), an AI predecessor, for decades
- Complete thousands of projects with MT

BY THE NUMBERS

**5 YEARS** OF PARTNERSHIP**7 MEETINGS****1 AI CERTIFICATION TEST**
(AND PREPARATION MATERIALS)**1 LIONBRIDGE AI**
AND LINGUISTICS EXPERT

METHODOLOGY

- Offer an AI and Linguistics expert for the Certiport AI exam advisory board
- Expert attends all seven advisory meetings
- Certiport develops and deploys the AI certification exam

RESULTS

With Lionbridge's consulting and expertise, Certiport could create a comprehensive, thorough AI certification exam. They partner with best-of-breed content creators to produce preparation and study materials to market to the same audiences. These exams will help companies and schools to guide and educate the next generation of well-rounded, skilled AI experts.

By creating a strong exam, preparation, and study materials, Certiport can solidify its authority and expertise in the booming new AI market. They can now reach new companies and schools, especially because of products in a very hot market. With Lionbridge's assistance on the advisory board, Certiport created products that will help expand its customer base exponentially. An AI certification exam (that Lionbridge helped create) will have two notable impacts.

- Because AI is still so new, companies and schools can use this exam to determine how qualified and familiar people are with AI tools and systems. The exam will be a tool to help them measure acuity with AI, even if the school or company doesn't completely understand it themselves. This measurement tool may support HR or hiring managers who seek to add AI experts to their teams, even when they're not AI experts.
- As more schools and companies use AI, its certification will become more critical. Schools and companies can be confident they're identifying qualified (and non-qualified) participants with an exam created by a neutral, unbiased party.