

EXCLUSIVITY ENGINEERED:

LIONBRIDGE



AI-Driven eLearning Solutions for Retail and Luxury



SIMONE LAMONT
VP Global Solutions, Lang AI
Lionbridge



GABOR PETER
Chief Technology Officer
The Learning Lab



MARIEL DE HAAN
Chief Operating Officer
The Learning Lab

THE LEARNING LAB LMS

EXCLUSIVITY ENGINEERED:

AI-Driven eLearning Solutions for Retail and Luxury

Agenda

AI brings scale. Humans protect the brand.

1. Opening Segment
2. Control vs. Automation
3. Hybrid Translation Model
4. Content Governance and Quality
5. Operational Efficiency
6. Learner Experience and Engagement
7. Signature Segment
8. Closing Insight

1

Opening Segment



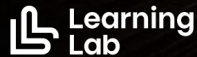
POLL

Where do you stand today?



About Learning Lab LMS

LIONBRIDGE



AI-Driven eLearning Solutions

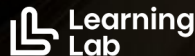


The Retail-First LMS

**The Learning Lab is a Boutique LMS
crafted exclusively for premium retail,
where design, brand culture, and learning
innovation meet.**

Our DNA blends Swiss precision with creative excellence,
delivering a learning platform that is not only white-label and
fully brandable, but purpose-built to elevate the way retail
teams learn, engage, and perform.

LIONBRIDGE



AI-Driven eLearning Solutions

Create an engaging learning journey — in days, not months.

Leveraging video and audio establishes a creative and potent medium for engagement. Start creating and enriching the learning experience to the utmost.



Gamification
to make it fun



Chat and Forum
to stay in touch



Video Learning
to help remember



Interactive
assessments



Custom
dashboard



Blended
learning



AI in eLearning for Luxury and Retail



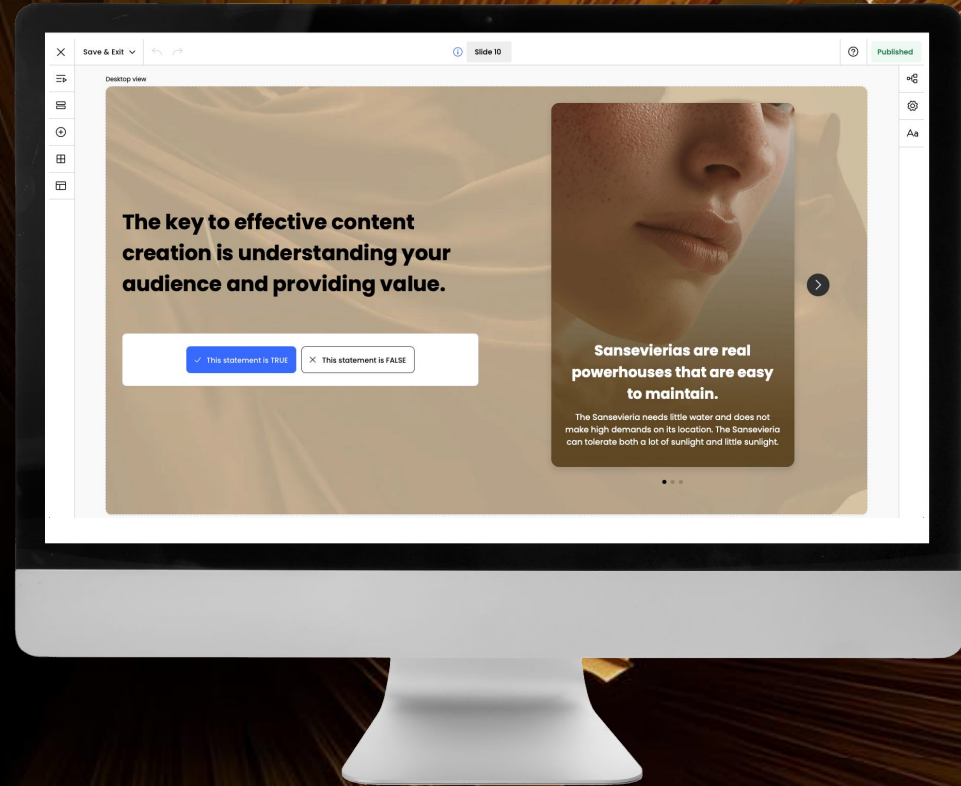
POLL

What worries you most about AI in learning?

EXCLUSIVITY ENGINEERED:

AI-Driven eLearning Solutions for Retail and Luxury

Gain efficiency while maintaining human artistry with a hybrid AI-human approach.



2

Control vs. Automation

OPEN DISCUSSION

Control vs. Automation

Who's really in control?

Control vs. Automation

- AI in the Learning Lab App
- Human Control
- Creative Partner vs. Productivity Tool

A computer monitor is shown against a dark, textured background. The screen of the monitor is dark gray and displays the Learning Lab logo, which consists of a vertical bar above the text "Learning Lab".

|
Learning
Lab

Case Study



Numbers

- A 2025 study on AI learning engagement found that learners using generative AI showed **low cognitive and behavioral engagement**, despite moderate satisfaction levels meaning learners interacted less deeply with the content.
- Research from Oxford University Press revealed that **62% of students believe AI negatively impacts their learning and skill development**, while 12% said it reduces creative thinking and problem-solving abilities.
- Hybrid learning environments combining AI with human interaction, conversational support, and experiential design show significantly stronger results. One 2026 pilot study showed a **71% increase in engagement duration** when AI tutoring was combined with interactive learning experiences rather than passive automated content alone.

REMARKS

Control vs. Automation

Conclusions

3

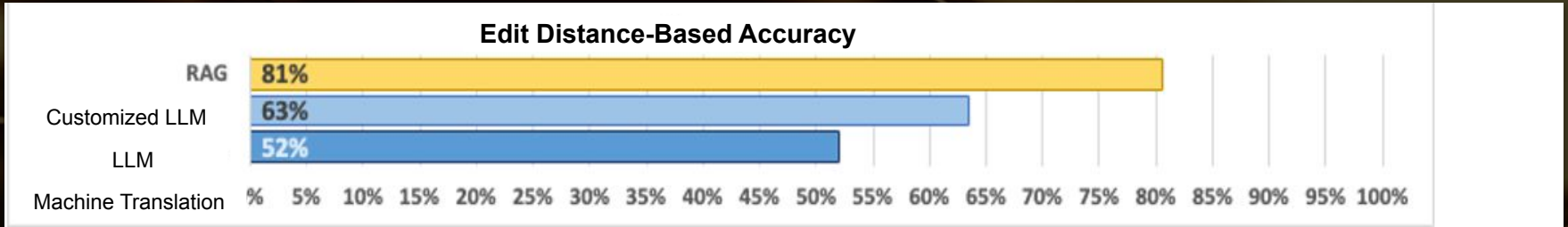
Hybrid Translation Model

OPEN DISCUSSION

Hybrid Translation Model

Scaling globally without losing nuance

Is Machine Translation Good Enough?



The most reliable outcomes are achieved when combining LLMs with information about your brand and community. Lionbridge AI Translation combines our platform with deep human technical and linguistic expertise to set up and maintain.

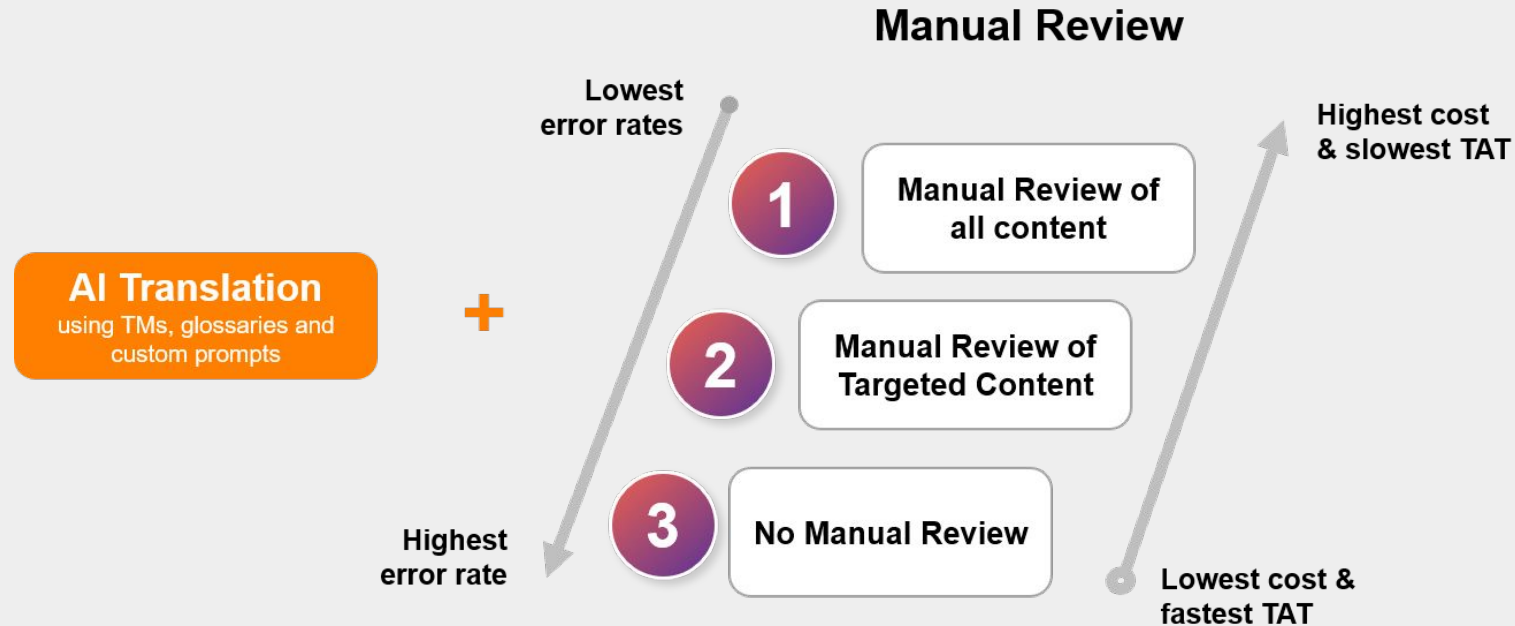
Capturing Your Brand and Captivating Your Community

SOURCE: Montreal, the largest city in Quebec, is a vibrant blend of European charm and North American energy. Whether **you**'re a **foodie**, **history buff**, or **adventure seeker**, Montreal has something for everyone. In this guide, **we**'ll explore three must-visit aspects of the city: its iconic neighbourhoods, legendary food scene, and exciting outdoor activities.

TRANSLATION WITH GLOSSARY: Montréal, la plus grande ville du Québec, est un vibrant mélange de charme européen et d'énergie nord-américaine. Que **vous** soyez **un fin gourmet**, **un passionné d'histoire** ou **un aventurier**, Montréal a quelque chose à offrir à tout le monde. Dans ce guide, **nous** explorerons trois aspects incontournables de la ville : ses quartiers emblématiques, sa scène culinaire légendaire et ses activités de plein air passionnantes.

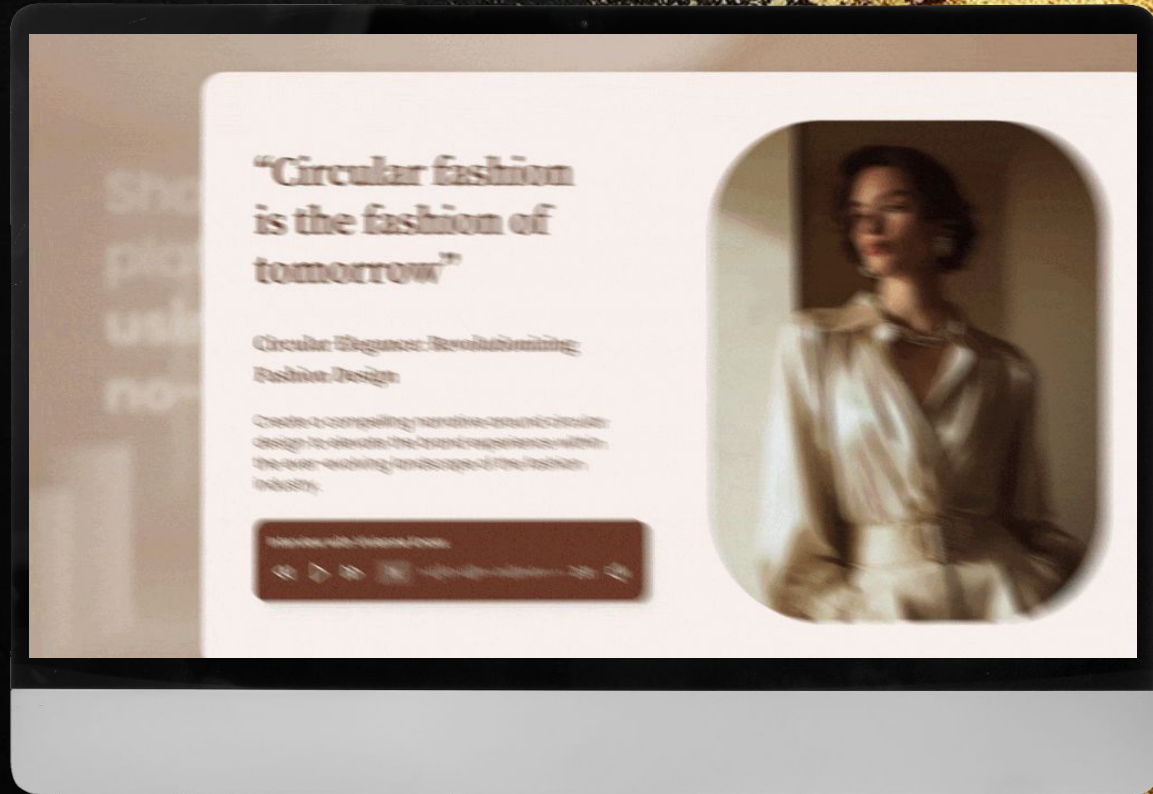
PROMPT ADAPTED TO COMMUNITY: Montréal, la plus grande ville du Québec, est un vibrant mélange de charme européen et d'énergie nord-américaine. Que **tu** sois **un foodie**, **un passionné d'histoire** ou **un aventurier**, Montréal a quelque chose à offrir à tout le monde. Dans ce guide, **on** va explorer trois aspects incontournables de la ville : ses quartiers emblématiques, sa scène culinaire légendaire et ses activités de plein air passionnantes.

Hybrid Translation Models to Achieve Desired Outcomes



Hybrid Translation Model

“Translation is not just about language — it’s about culture and perception, while maintaining brand.”



4

Content Governance and Quality

OPEN DISCUSSION

Content Governance and Quality

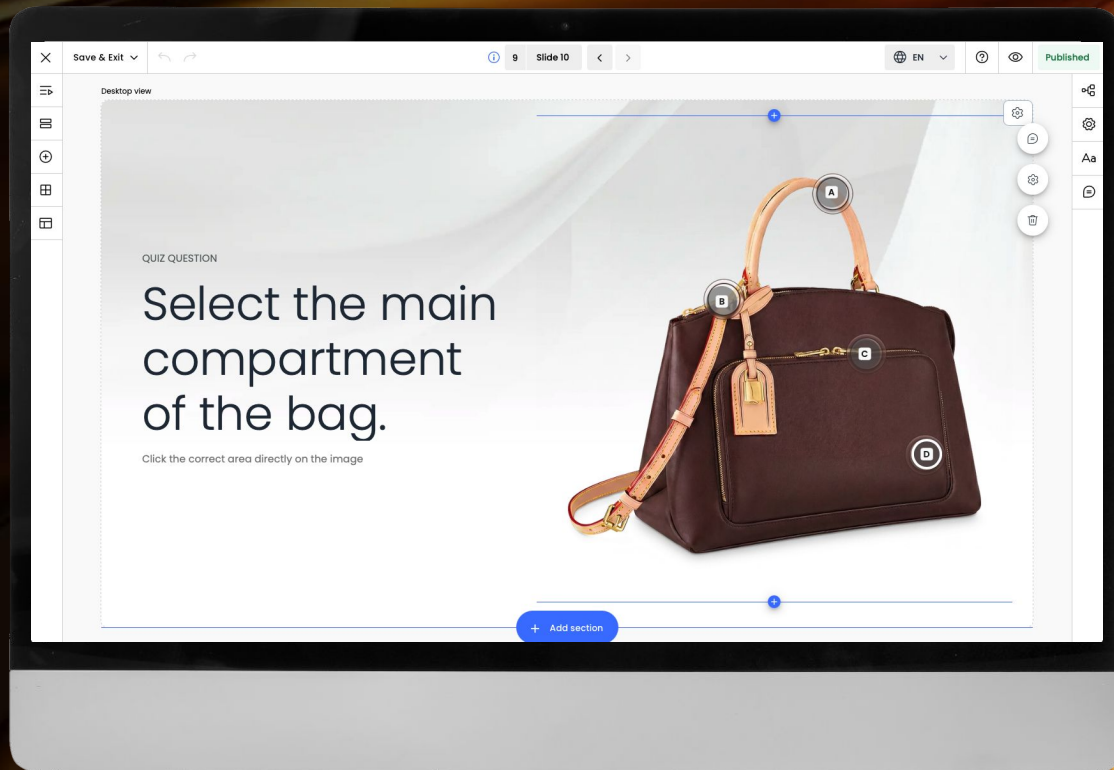
Keeping control at scale

Content Governance and Quality

Governance is not a limitation
— it's what protects brand equity.

1. AI structuring and drafting
2. Human validation
3. Brand approval

Makes it tangible and actionable



5

Learner Experience and Engagement

OPEN DISCUSSION

Learner Experience and Engagement

Emotion vs. Automation

Learner Experience and Engagement

In luxury, learning is not just knowledge, it's experience

→ “A product training module”
vs. “A brand storytelling
experience”

Which one drives sales?



RAPID FIRE Q&A

AI vs. Human: Who Wins?

LIONBRIDGE

Learning
Lab

AI-Driven eLearning Solutions

6

Closing Insights

“The future is not AI replacing humans it’s > AI enabling humans to scale their uniqueness.”

