

Creating a conversational artificial intelligence with high-quality text data.

Lionbridge collected and labeled 5,000 Q&A text samples for ZAIZEN, a company developing conversational AI systems that respond to user emotions. This data was used to build a personalized artificial intelligence for use in everyday conversation.



THE CHALLENGE

In many industries, we're seeing the use of chatbots to handle customer enquiries and frequently asked questions. This use of chatbots is convenient for providing users with what they want, but they often lack the sense of the fun found in natural conversation.

Though everyday conversation may seem simple, it actually poses considerable challenges, including knowledge of conversational topics and the recognition of individual speech patterns. The complicated, branching nature of conversation makes it a particularly difficult area for machine learning.

ZAIZEN is developing Personality Reverse, a customized artificial intelligence that recreates the personality of a character or human being through conversational chatbot applications. Their current project is an AI system that responds to not just questions and answers, but also engages users in free, everyday conversation.

In order to build an artificial intelligence to communicate naturally with users, ZAIZEN required a data collection partner capable of delivering a wide range of text data. This text data had to be reflective of natural conversation, and needed to be labeled for emotional intent.

THE SOLUTION

ZAIZEN selected Lionbridge as their data provider based on our data collection and annotation expertise. Our flexible approach and dedication to customized project guidelines were keys to their decision.

- **Quality Assurance**

To ensure an appropriate level of quality, we first provided ZAIZEN with a sample of training phrases. We then created a detailed set of annotator guidelines to align with ZAIZEN's specific needs, and worked closely with the project manager to ensure quality at delivery.

- **Expertise and Experience**

In order to best support ZAIZEN's data requirements, we worked closely with them through regular meetings and email correspondence to align on project goals, clarify challenges, and remove blockers. Through this process we created a set of guidelines for the delivery of ZAIZEN's training data.

- **Price**

We provided a clear and reasonable pricing plan based on the content and data amount necessary for the project.

THE RESULTS

5,000+ Q&A text sample

From our community of 1,000,000+ expert crowdworkers, we put together a qualified team of data collectors and annotators specifically for ZAIZEN's project. The team collected 5,000 sets of question and answer text samples, labeling each set for emotional intent. With this data, ZAIZEN developed a personal AI system capable of conversation with their users.

ZAIZEN are committed to improving and developing their AI projects, and plan for future AI companions to utilize voice and facial recognition technology to identify user emotions and respond with appropriate conversational topics.

ABOUT THE CLIENT

ZAIZEN provides digital solutions through conversation AI systems. Their artificial intelligence applications recreate an individual's personality, way of speaking, and preferences.

For more details, visit zaizen.jp

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- 300+ languages and dialects
- 1 million global contributors
- 20+ years of experience in providing human-annotated training data

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