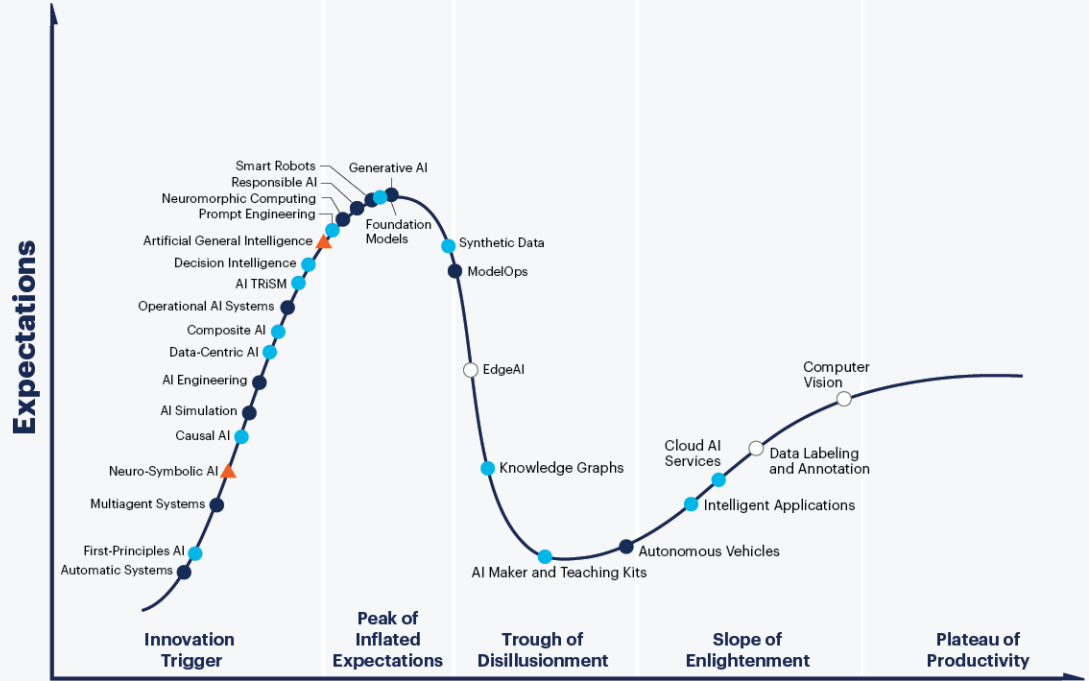




# Elevating Localization with LangOps

# Hype

## Hype Cycle for Artificial Intelligence, 2023



Plateau will be reached:

○ less than 2 years

● 2 to 5 years

● 5 to 10 years

▲ more than 10 years

⊗ obsolete before plateau

As of July 2023

[gartner.com](https://www.gartner.com)

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**Gartner**

LOC.  
WORLD

# Broadcast



# Understand

# GLOBAL CX

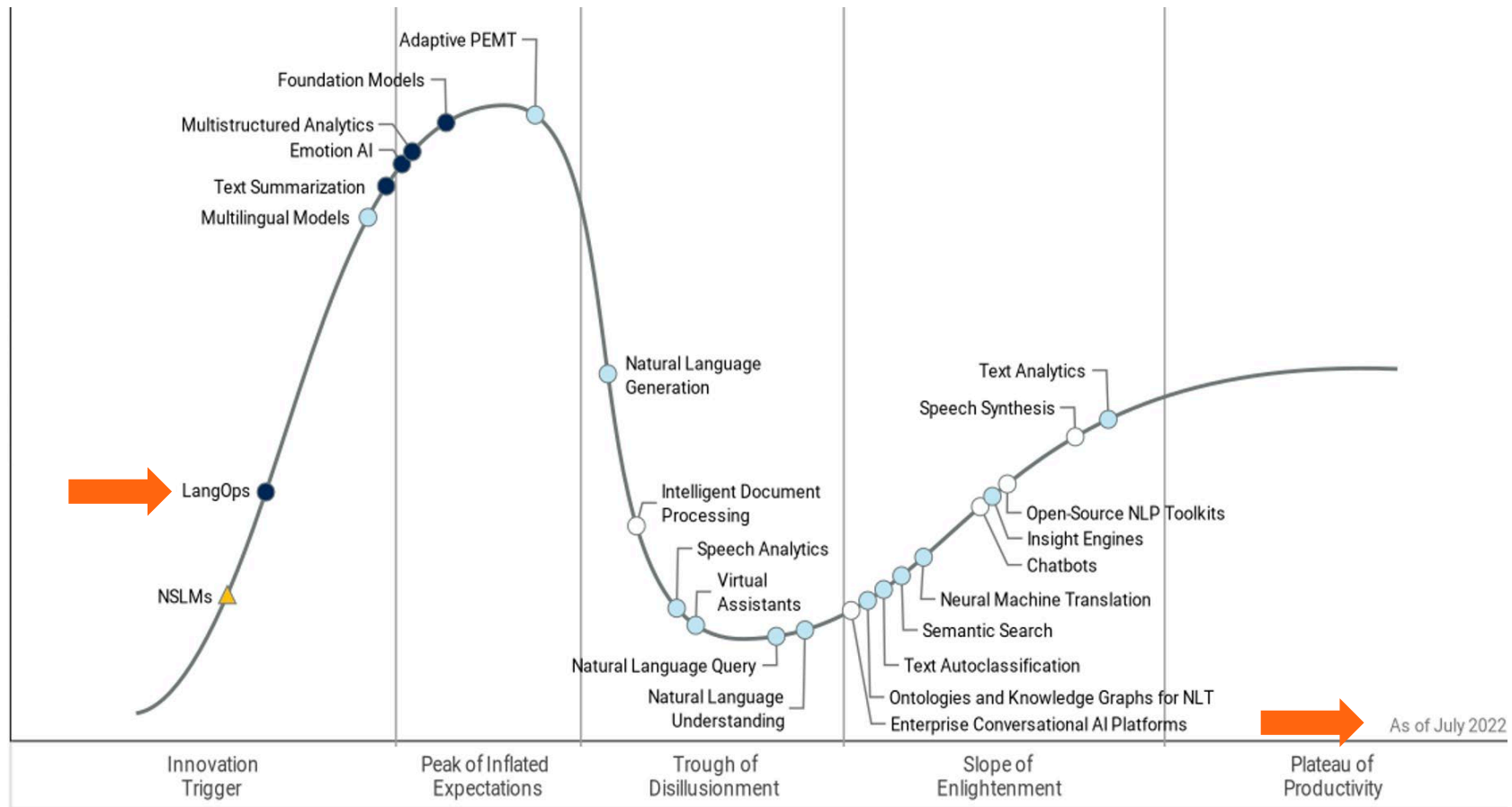


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# Lang Ops



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Plateau will be reached: ○ <2 yrs. ● 2-5 yrs. ● 5-10 yrs. ▲ >10 yrs. ✗ Obsolete before plateau



Understand  
All Customers



Assist  
Customer-Facing Roles



Embrace  
Data-centric AI



Try AI First



Assess Quality of AI



Value Human  
Contribution



Transparency,  
Control, & Scalability



Process Data in  
Real Time



Build  
Language-agnostic



Interdisciplinary  
Knowledge



Leverage Available  
Knowledge



Be at the Forefront

[www.langops.org](http://www.langops.org)



# Simplifying multi -language communication for the many



# Harmonizing translation handling

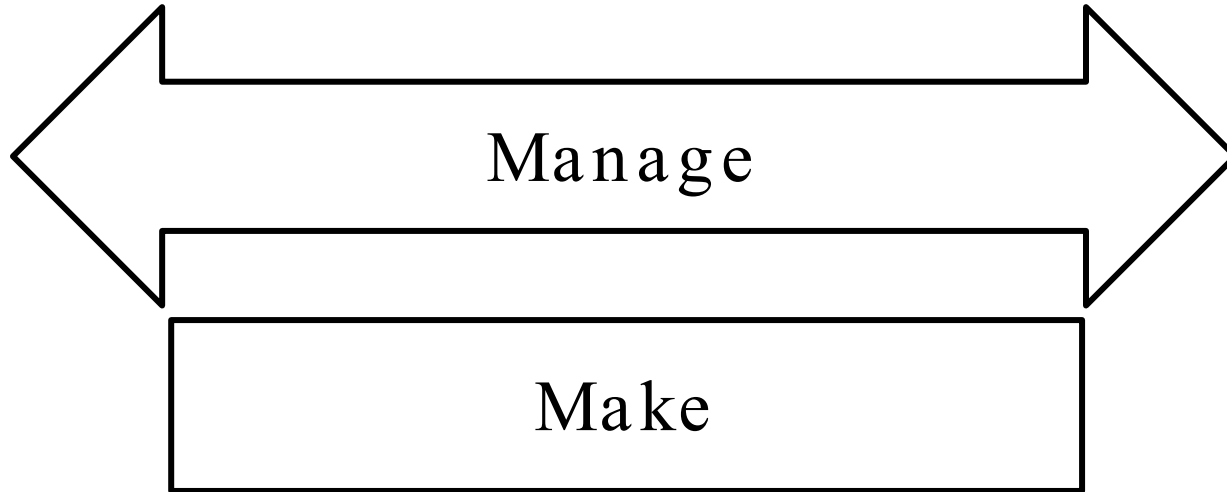


Content  
creators

Requesters

Developers

Co-workers



Translation  
agencies

Localisation  
specialists

IKEA Subject  
Matter  
Experts

# Global Language Services in numbers (FY23)

**44**

Adapted languages  
for machine translation

IKEA real-time translation  
IKEA machine translation

**3.0**

Billion machine  
translated words

**100**

Digital  
Development teams

Digital Teams

**800**

Developers and  
translators

**40**

Countries  
implemented

Translation Management System

**110**

Million  
translated words

**70**

Languages

Terminology

**49 000**

Records

**3**

Learning hubs

Learning

**3 000**

Co-workers  
onboarded



# Democratization of language services

- Localization processes are harmonized cross countries, partners and integrations
- IKEA has a common translation management platform
- IKEA trained machine (AI) translation available for all co-workers + Generative AI



- Lowered translation agency costs
- Time to co-worker and market is reduced
- Optimising IKEA tone of voice in any language
- Enabling IKEA to communicate in any language, for the many people including the ones living with an impairment.



*Global Language Services  
vision*

“To enable IKEA  
customers and co-workers,  
to communicate  
in any language  
in every market  
in every meeting point .”

# Rethink how we work with languages

Texts as linguistic assets



Texts as data

+

- AI-generated translation
- Generative AI
- Graph capabilities
- Retrieval Augmented Generation

=

We can better optimise IKEA tone of voice in any language, augmenting human capabilities.



# “Språksjön” – “The Language Lake”

## Key benefits

- Any text can be made available in any IKEA language
- Opportunity to select any language in every market in every meeting point
- Optimise for IKEA Tone of Voice when generating and translating content

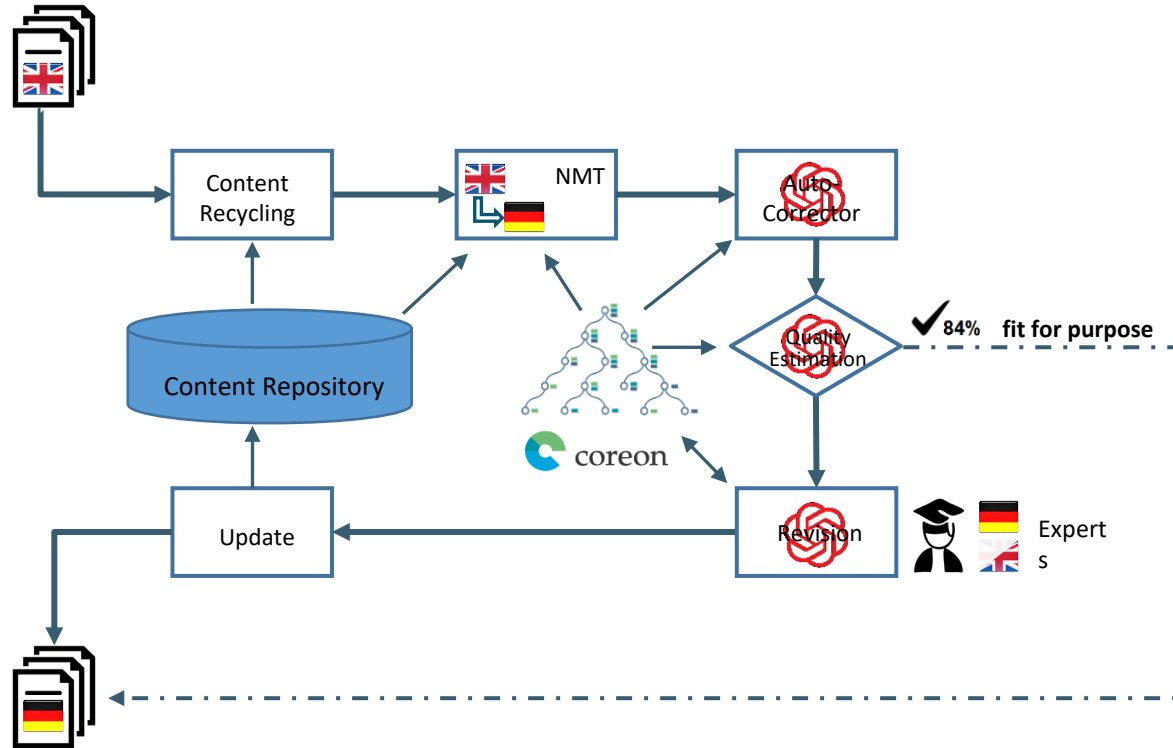
# Multilingual AI for LangOps

Jochen Hummel  
ESTeam/Coreon



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# GenAI in the Language Factory





# train,



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# Linking Content with Knowledge



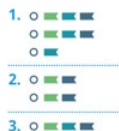
Term Recognition



Point to graph nodes



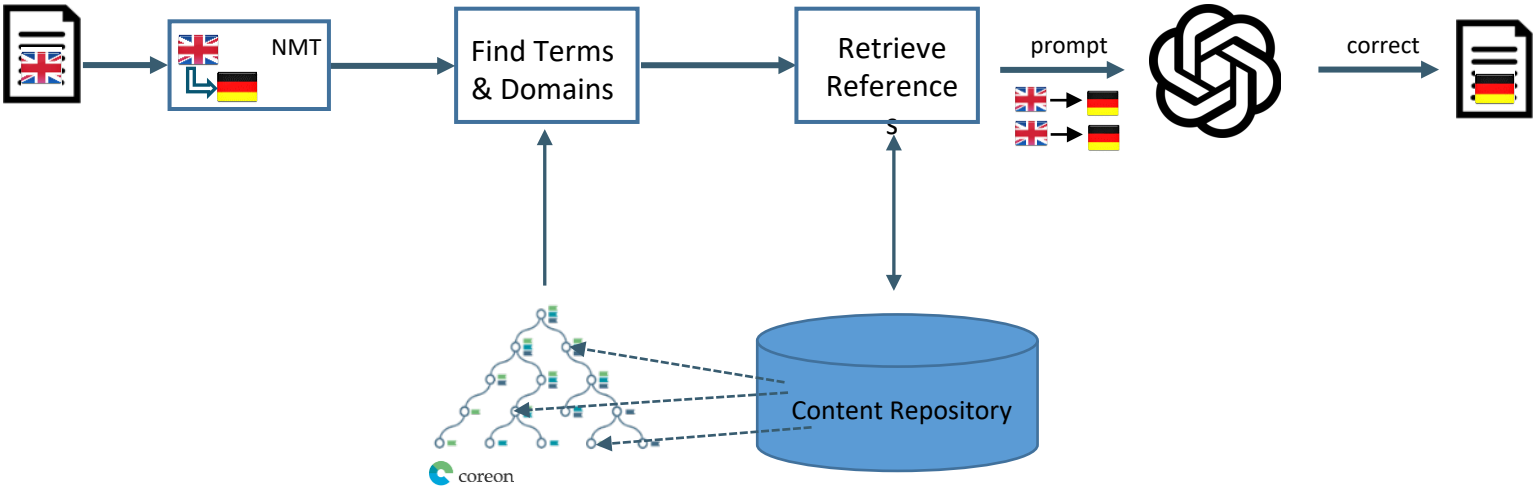
Create heatmaps



Annotate content



# Auto-Correction with M-RAG



# Single Task Tools, Single Purpose Industry

NMT

LMM



Terminology Database

Multilingual Knowledge System



Translation Memory

Content Repository



TMS

Language Factory



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Translation

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LangOps



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# Multimodal AI





Translation Results - French-English

Project Settings

Trouver un emplacement pour votre imprimante photo

1	Trouver un emplacement pour votre imprimante photo	70%	Finding a location for your
---	--	-----	-----------------------------

French-English 6/14/2018 2:35:26 PM GLOBAL\cavila

Translation Results - French-English Fragment Matches - French-English Concordance Search Comments TQAs (0) Messages (0)

Term Recognition

No results available.

Term Recognition Termbase Search

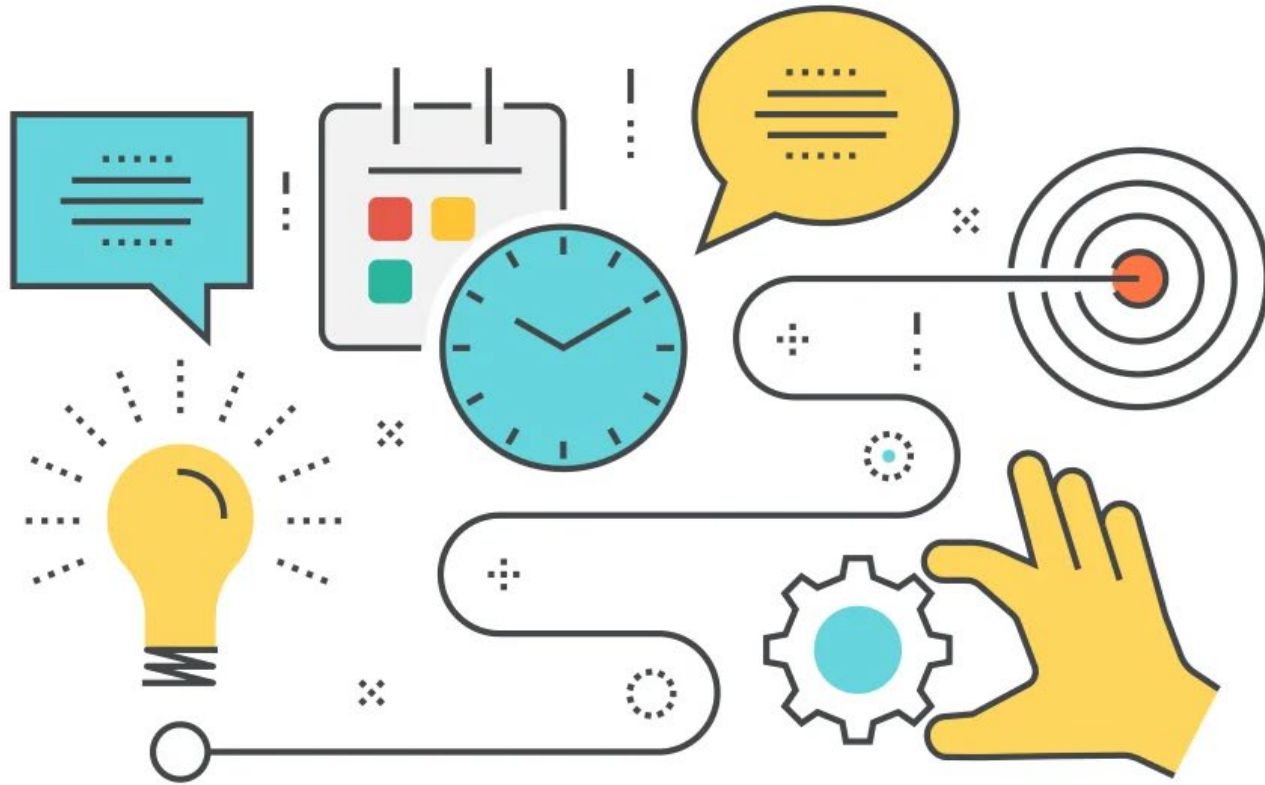
1	<b>Prise en main</b>	CM	<b>Getting started</b>	H
2	<b>Trouver un emplacement pour votre imprimante photo</b>	70%	<b>Finding a location for your</b>	H
3	Prévoyez un espace de 12 cm minimum entre le mur et la partie arrière de l'imprimante photo afin de permettre au papier de circuler.			LI
4	Lorsque vous branchez le cordon d'alimentation ou les câbles USB, faites en sorte qu'ils ne se trouvent pas sur les parties avant et arrière de l'imprimante photo.			LI
5	Placez l'imprimante photo sur une surface plane, <b>propre et sans poussière</b> , dans un endroit sec et à l'abri du soleil.			LI
6	Pour assurer une ventilation optimale, vérifiez que les parties supérieures et que l'arrière de l'imprimante ne sont pas obstruées.			LI
7	Laissez un espace suffisant tout autour de l'imprimante afin que vous puissiez brancher et débrancher les câbles, changer les cartouches d'encre couleur et charger le papier.			FN+
8	<b>Branchement et mise sous tension</b>			H
9	<b>Remarque:</b>			P
10	Il est possible que le câble d'alimentation inclus avec votre imprimante photo ne nécessite aucun assemblage et qu'il soit différent de l'illustration.			
11	Les autres adaptateurs risquent d'endommager votre appareil photo, votre imprimante photo ou votre ordinateur.			
12	<b>Étape</b>			TC+
13	<b>Remarques</b>			TC+
14	Branchez le cordon d'alimentation à l'adaptateur secteur, puis à l'arrière de l'imprimante photo.			LI+
15	Il est possible que le câble d'alimentation inclus avec votre imprimante photo ne nécessite aucun assemblage et qu'il soit différent de l'illustration.			TC+
16	Prévoyez un espace de 12 cm minimum			LI+
17	Appuyez sur le bouton On/Off afin de mettre l'appareil sous tension.			LI+



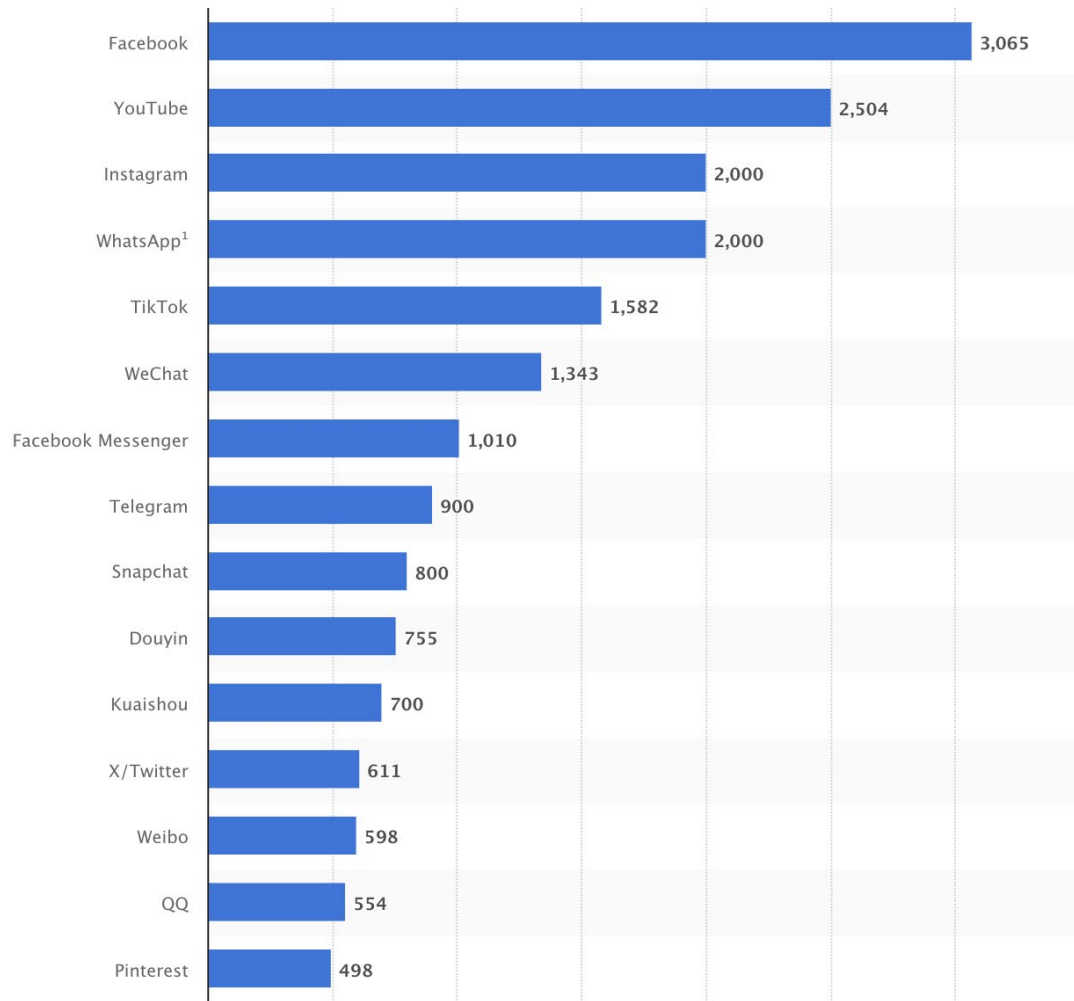


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Number of active users in millions

- ★
- 🔔
- ⚙️
- 🔗
- 🗉
- 🇫🇷
- 🖨️





▶ Demo



Script

H



# B2B Agents — Evolution

We've seen three primary waves of tech in the B2B voice agent space:

## IVR (Interactive Voice Response)

Traditional touch tone model where the agent gives the consumer a set of options (*press 1 for sales, 2 for customer support*) and the consumer is directed accordingly.

## AI 1.0 (Phone Trees)

A slightly more flexible and intuitive version of IVR, where the consumer speaks in natural language and the agent attempts to funnel them through a series of conversational flows.

## AI 2.0 (LLMs)

Free-form conversation where the AI is not attempting to match each word a human says with a specific, pre-defined option.



# Q&A

