



# Case Study



## ARTIFICIAL INTELLIGENCE TECHNOLOGY DRIVES DOWN JLL'S TRANSLATION COST BY 50%

### Client JLL

#### ABOUT OUR CLIENT

JLL is a leading property management company and the world's largest provider of commercial real estate strategy, services, and support to organisations.

#### MYL's MISSION

To use the latest machine translation technology to enable our Client to substantially reduce translation costs, so that previously untranslated research could be distributed to a wider prospective customer base.

#### OUR SOLUTION

We started on a relatively small scale for JLL's regional research team based in Hong Kong. First we built a term-base of over 1,000 technical property terms: this ensured technical consistency across a range of high-value research publications. We then added 150,000 words of pre-translated English-to-Simplified Chinese research material to a dedicated Artificial Intelligence (AI) translation engine so that the AI could learn from pre-approved human translations.

Next, we assigned a dedicated translator with property domain experience and a QA Manager to ensure consistency of quality. By fusing the speed of the AI machine translation with a dedicated human property translation specialist we were able to leverage the machine's speed with human qualitative evaluation in a process called "post-editing". As a final step, the QA Manager fed back the post-edited translations into the AI translation engine, enabling the next translation output to be even better.

With 400,000 words in the AI translation engine, the quality and speed of translations started to attract the interest of JLL's research team in Mainland China. With more volume in the AI engine, the quality of the machine translation was further enhanced. Now the output of research reports extends across the Hong Kong and Chinese research teams. We also developed a work-flow so that all of the formatting of charts within the reports was executed by MYL, removing our Client from any formatting tasks before the research was published.

#### RESULTS

By using the latest AI technology, JLL has reduced its per word translation cost by 50% relative to the average human translation cost in the marketplace and, simultaneously broadened its appeal to prospective Clients by offering a Simplified Chinese version of its highly regarded research products.



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