Uber Case Study

—

Expanding Globally With Translation AI

translated.

Can we translate more within the same budget?

Uber is a global leader in ride-sharing, revolutionizing urban transportation in over **10,000 cities worldwide** since 2009. As the company has continued to expand, it's faced the complex challenge of maintaining a consistent brand voice and service quality across more than **70 countries**.

Traditionally, Uber relied on human translators to provide users a frictionless experience. Even still, the company had struggled to meet the skyrocketing demand for localized content without increasing their localization budget. The company turned to Translated to see if advances in AI could help **improve the productivity of their translation workforce** without compromising translation quality. The goal was clear: translate more with the same budget, focusing on **supporting long-tail languages**.
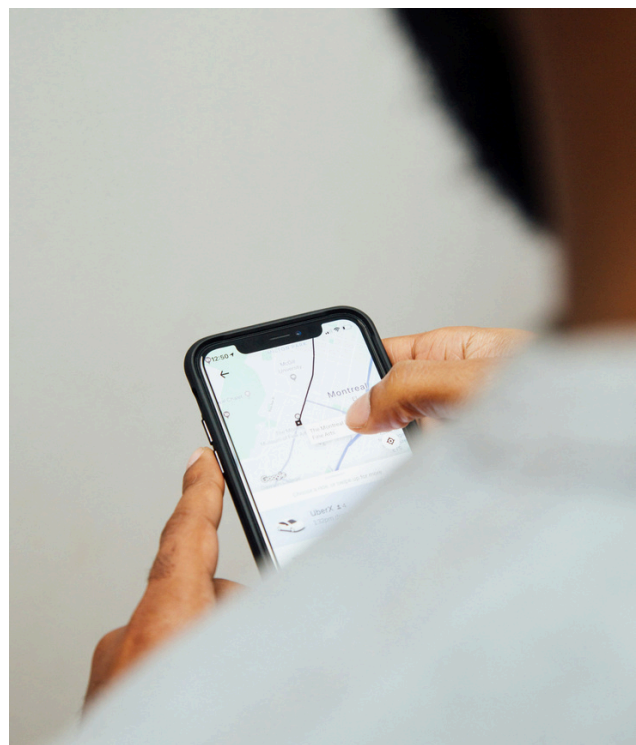
Our Journey Together

Over the past four years, Translated has **human-reviewed over 77,000,000 words** of content for Uber. Translators have been working with Translated's open-source CAT tool Matecat, which provides matches from Uber's translation memories and Translated's MyMemory (the world's largest public TM) and integrates a custom adaptive MT model from ModernMT into Phrase. From day one, human reviews have been used to train the model in real-time and over time.

We now know what translators are likely to correct and what they are not.

The Next Step
To further leverage this knowledge, we've developed a localization solution based on MT quality estimation that **speeds up the translation process, improves translator productivity, and reduces costs for the client** — all without affecting the quality of the translation or the translator's pay.
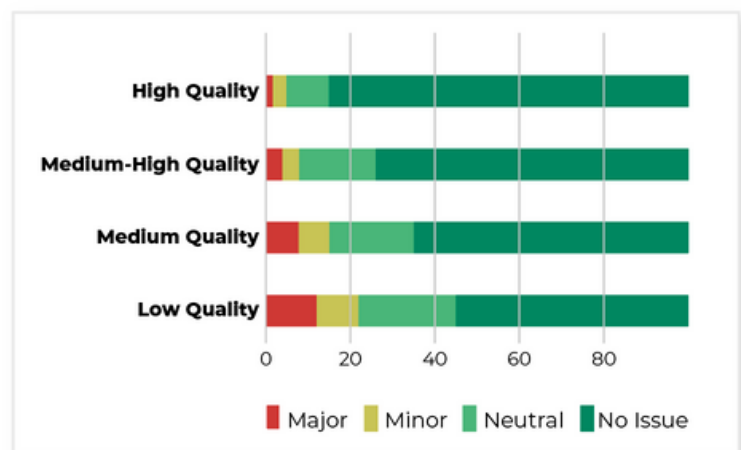
SOLUTION

Integrating Quality Estimation in the Localization Process

To leverage the knowledge about Uber that both the translators and the MT model had acquired, we needed an **AI that could predict the likelihood that humans would correct machine-translated content**. Fortunately, a version of such an AI already existed.

Machine Translation Quality Estimation (MTQE) is an AI-based technology that identifies MT output that is unlikely to require post-editing. It allows attention to be focused on lower-quality content, resulting in faster turnaround times and increased efficiency.

We took MTQE a step further by training the model on customer data and enabling it to learn from corrections. **Introducing T-QE: an adaptive MTQE that's 5% more accurate** in predicting sentence quality, which has had a huge impact on its usability. T-QE is better at predicting high-quality segments than noisier low-quality segments.

AI-Driven Quality Estimation Against Human Judgment Quality Assurance

About Translated

Translated is a leading provider of AI-powered language solutions. It combines **state-of-the-art adaptive automatic translation services** with the expertise of over **500,000 native speakers worldwide** to allow everyone to understand and be understood in their own language

Founded in 1999 by linguist Isabelle Andrieu and computer scientist Marco Trombetti, today Translated delivers fast, consistent, high-quality translations to over 340,000 customers in 201 languages and over 40 subject areas.
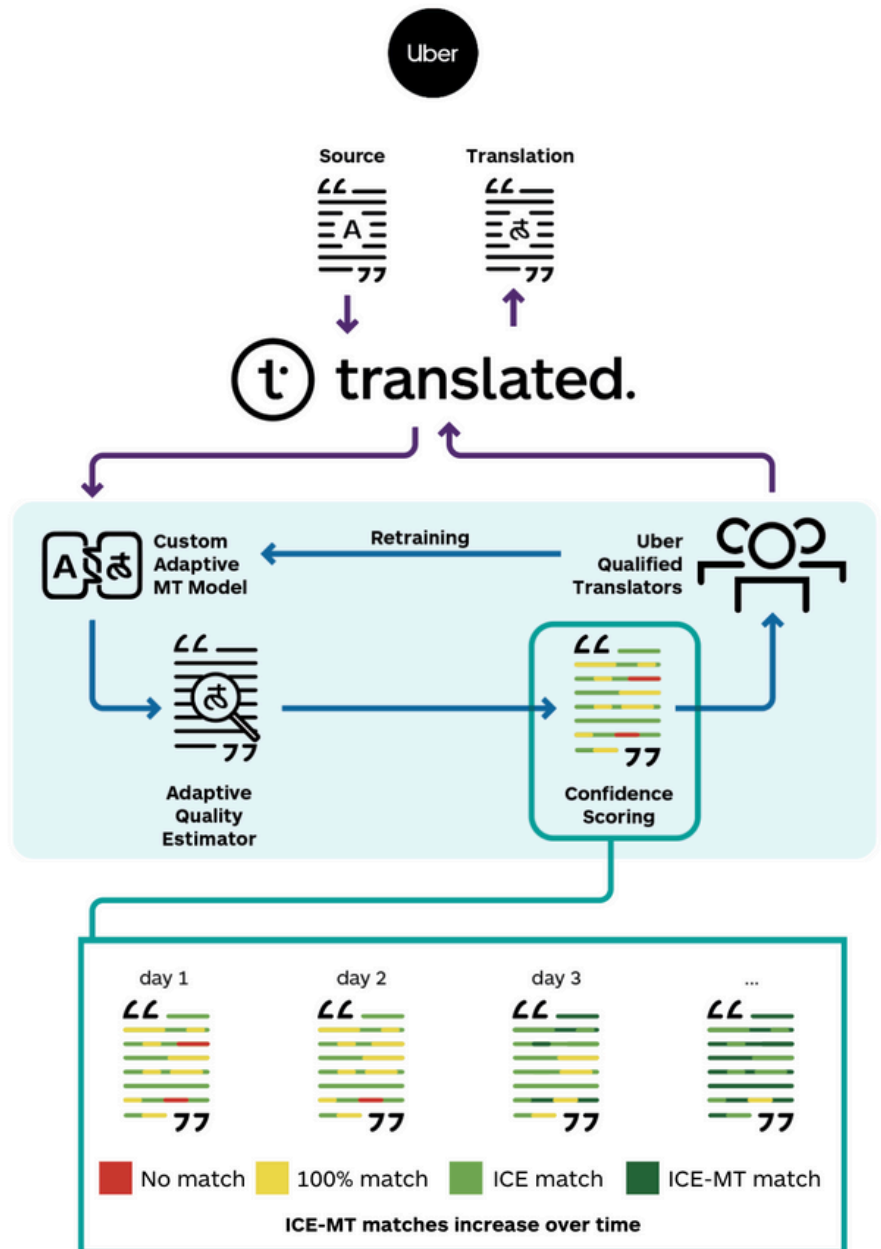
Introducing ICE-MT Matches

Using T-QE, we've added a new element to the list of matches Matecat provides to translators.

- **100% matches**: a segment contained in Uber or public TMs.

- **In context exact (ICE) matches**: a segment contained in Uber or public TMs, together with its preceding and succeeding segments.

- **In context exact MT (ICE-MT) matches**: a machine-translated segment that is grammatically, syntactically, and semantically correct as predicted by T-QE.

Uber

| Source | Translation |

◉ translated.

| Custom Adaptive MT Model | Retraining | Uber Qualified Translators |

Adaptive Quality Estimator

Confidence Scoring

| day 1 | day 2 | day 3 | ... |

| No match | 100% match | ICE match | ICE-MT match |

ICE-MT matches increase over time

With T-QE, we've seen a steady increase in the number of ICE-MT matches and a decrease in interventions by translators. This results in lower overall costs.

PARTNER PERSPECTIVE

"With Translated's custom solution, we now have a more efficient approach to expanding into global markets."

Hameed Afssari is a multi-disciplinary globalization veteran with a long history of leadership in the localization industry. He focuses on improving the localization process and tooling to provide service to millions of users worldwide in their own language. Hameed not only defines software product requirements globally but also educates and empowers teams through training and tools while measuring progress via metrics to empower data-driven decision-making.

Hameed Afssari, Uber Head of Globalization

translated.

The Content Revision Process

Every translation job done for Uber at Translated is handled by **a professional translator who is assisted by a custom adaptive MT model**. The translation is then **reviewed by another professional translator**, who revises what needs to be corrected and evaluates their colleague's work. Combined with sophisticated AI, this approach allows Translated to rank translators based on their performance, the domain they work in, if their deliveries are on-time, and more than 30 other parameters.

UBER-QUALIFIED TRANSLATORS

Initially selected from **a network of over 500,000 vetted, native-speaking linguists worldwide**, translators are qualified for Uber based on the quality of their work for the client. This process has been in place for four years, so we now have **a workforce of linguists highly specialized in Uber's brand, tone, style, market, product, and content types**.

A FULLY AUTOMATED WORKFLOW

When Uber submits new content, translation **jobs are instantly created and assigned by AI** that selects the most appropriate translator for the task from the pool of available Uber-qualified linguists. The T-QE identifies ICE-MT matches in real time and flags them in Matecat. These segments are blocked for the first translator, who doesn't translate them. The reviewer translators edit the segments if necessary. The final translation is sent back to the customer's platform.

ONGOING IMPROVEMENTS

Each revised segment is also automatically used to **retrain the client's custom MT model and unique T-QE**.
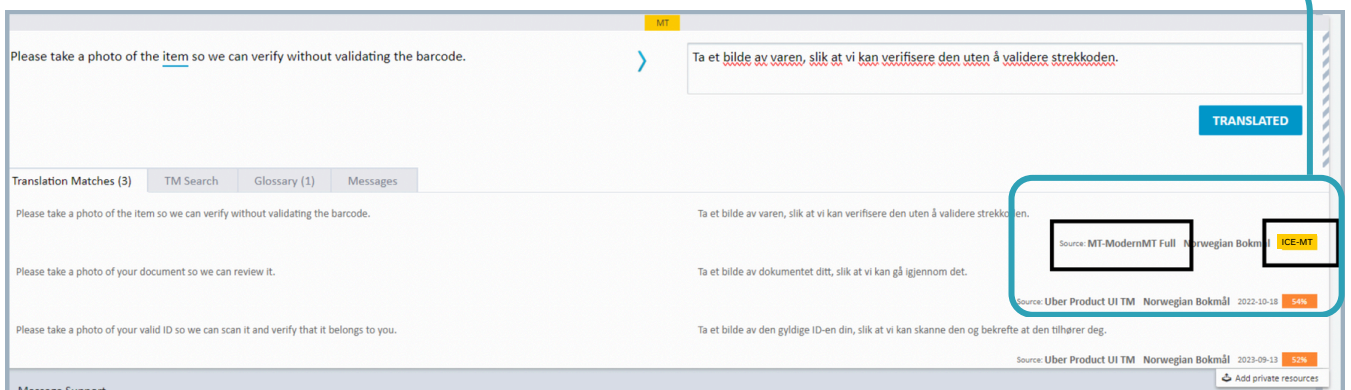
translated.

# Saving on Localization Costs Without Sacrificing Quality

The translation solution described above empowered Uber to publish more and more support content in all locales while maintaining the same budget. This approach resulted in **over 20% cost savings without compromising translation quality**, demonstrating a more efficient way to expand into global markets. As a result, Uber can better serve its diverse user base and ensure that all customers receive timely, high-quality support in their native language, further strengthening the company's global presence and customer satisfaction.

AN ADAPTABLE SOLUTION FOR FAST-GROWING BUSINESSES

This comprehensive solution offers **a perfect balance for customers primarily interested in professional translation but looking to leverage machine translation for cost reduction**. By providing both the **full tech stack** — translation management system, CAT tool, machine translation — **and qualified linguists**, Translated allows its clients to maximize efficiency and cost-effectiveness.

This approach is particularly beneficial for industries such as retail, travel, and hospitality, as well as for IT companies, where high-quality translations are crucial for internationalization and e-learning initiatives. Our solution ensures that while traditional internationalization processes are maintained, clients can also benefit from the speed and scalability of MT, providing timely and accurate translations that cater to the needs of diverse markets.

COST REDUCTION OVER TIME
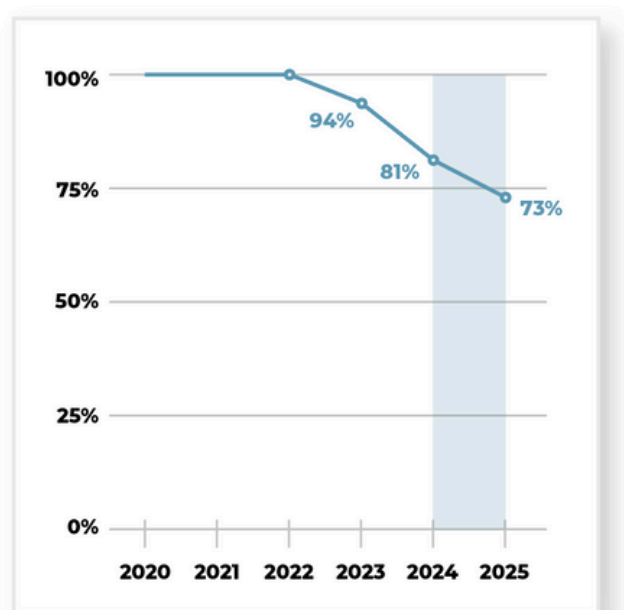
BENEFITS OF THE SOLUTION

- Decreasing translation costs
- Increasing translators' productivity
- Increasing quality and consistency over time

translated.

THANK YOU

We are ready to design the best solution for your localization needs!

Hello, I'm Josh
*Translated's
Director of Sales*
josh@translated.com

Schedule a call