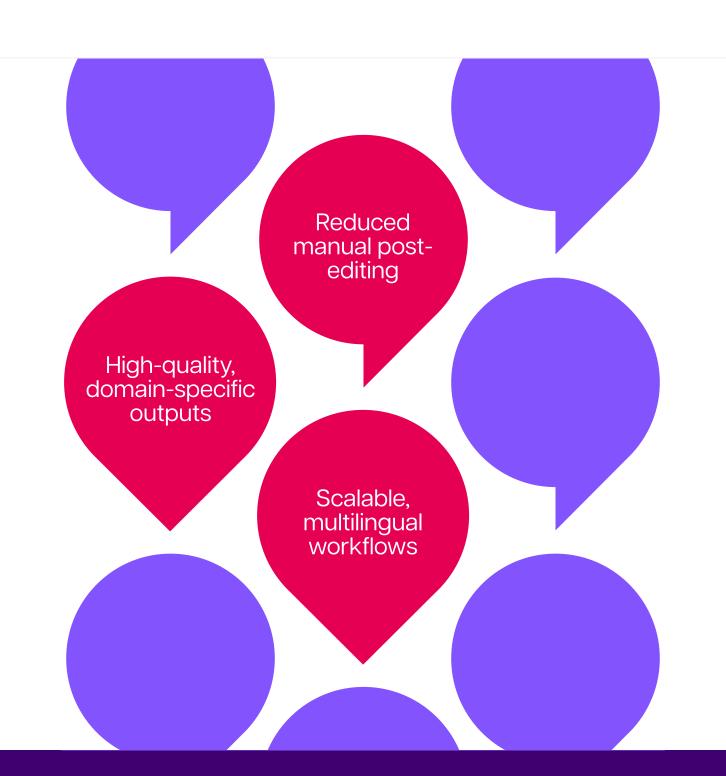
## One prompt doesn't fit all: how RWS improved **LLM** translation quality for a global tech company

A multinational technology company delivering enterprise software, cloud services and digital tools to organizations worldwide needed to ensure highquality, domain-specific outputs from large language models (LLMs).

The client needed a partner capable of optimizing LLM outputs across multiple content domains, including IT, finance, marketing and legal, while meeting the high standards of technical accuracy and contextual relevance required by enterprise and professional users.



# **Key benefits**

- Higher-quality, domain-accurate outputs across IT, financial, marketing and legal content
- Significant reduction in manual post-editing effort
- Faster turnaround and adaptability for new tasks and content types

Increased consistency and scalability in multilingual workflows

• Cost-effective, high-value output without requiring in-house Al infrastructure

# The challenge: meeting complex LLM needs

The client needed to produce high-quality LLM outputs across diverse content domains, each with distinct requirements for terminology, tone, accuracy and compliance. IT content demanded technical precision and alignment with product-specific glossaries. Financial content required clarity and adherence to regulatory standards. Marketing needed creativity and audience engagement, while legal demanded rigorous accuracy.

When generic or mismatched prompts were used, the results were either too rigid or misaligned with the intended audience. This created a burdensome need for manual post-editing, which was unrealistic at large volumes.

"The client introduced new categories for translation, one of which involved using LLMs and AI to assist and support human post-

editing," explains Program Director Ivan Lukavsky. "However, the prompts we developed for IT content didn't work well for content with different syntax and requirements. That's when the team started exploring ways to improve output for non-IT content."

The client also had tight deadlines and high-volume content demands. They needed scalable solutions that could deliver consistent, reliable output across multiple languages while balancing technical precision, linguistic quality and creative flexibility. The goal was to ensure every content type met business and user expectations without slowing production.

The project required:

- Domain-specific prompt engineering to ensure accurate outputs
- Improved post-editing rate across content types Consistency and scalability in multilingual workflows
- The right balance of creativity and precision for each content domain

#### The solution: tailored prompts and expert workflows

For this project, the RWS account team – with the support of Linguistic Al Services (LAIS) – designed prompts tailored to each content type and task, ensuring outputs were contextually appropriate and aligned with the client's standards. To support scale and quality, RWS mobilized its global network of language specialists to staff an initial team and rapidly retrained them in Al quality control and prompt engineering to enable fast, cost-effective and highquality delivery.

This included human-in-the-loop requirements. RWS delivered a flexible, humancentered system designed to evolve alongside the project. Key aspects of the solution included:

• Domain and task-specific prompt engineering: Prompts were tailored not only to content types but also to specific tasks. For example, marketing

- prompts encouraged creativity, while IT prompts emphasized technical accuracy. • Integration of linguistic expertise: Human reviewers validated every output, applying style guides and contextual insights to maintain accuracy,
- consistency and relevance across all domains. Rapid, scalable processes: The system was built to adapt quickly, allowing new features, prompts and workflows to be added without disrupting
- production. Monthly innovation cycles and continuous monitoring ensured high-quality, reliable results. • Cost-efficiency: By leveraging existing networks and building an Al sandbox
- from scratch, RWS minimized manual post-editing while delivering production-quality outputs at scale, worldwide

### Challenges

- Ensuring high-quality LLM outputs across diverse content domains • Reducing the burden of manual post-editing at scale
- Achieving consistency and scalability in multilingual Al workflows

#### **Business Outcomes**

- Produced domain-accurate, high-quality LLM outputs
- Reduced manual post-editing and faster delivery • Created scalable, repeatable multilingual Al workflows

#### Results

High-quality, domain-specific LLM outputs

Reduced postediting effort

Scalable multilingual content workflows

Faster, more reliable content production

Increased value without in-house Al infrastructure

Technical expertise: Al and domain

knowledge in action RWS brought a level of technical expertise uniquely suited to this project. The team quickly aligned with the client's pioneering standards, mastering Alsupported workflows, prompt engineering and production-quality post-editing in real time. We built custom systems to manage multiple tasks and content

domains, ensuring outputs consistently met the client's rigorous expectations.

This expertise allowed RWS to handle complex LLM workflows across IT, financial, marketing and legal content, translating highly technical guidance into actionable prompts while maintaining contextual accuracy. The team also implemented monitoring systems to track every output. Continuous oversight and feedback safeguarded quality and consistency as the project evolved.



# **Exceptional talent: skilled teams driving results**

RWS drew on its longstanding network of language specialists, rapidly retraining them to take on Al-focused roles. "We had to start from scratch and learn along the way. We developed our own system and process to be able to meet the client needs," says Valerie Dokic Nemeckova, Project Manager.

Linguistic experts transitioned into Al workflow specialists, while other team members expanded into technical and engineering responsibilities. This flexibility enabled RWS to deliver high-quality results from the start, without the need to recruit new staff. Every output undergoes review by a human expert before delivery, a critical human-in-the-loop safeguard. The team's adaptability

and skill made it possible to implement new prompts, agents and features as the project evolved. This exceptional talent gives the client confidence that complex, high-stakes content can be produced reliably and efficiently, supporting ongoing innovation and protecting their global reputation.

Tailored, domainspecific prompt engineering

Human-in-theloop quality assurance

Scalable, flexible Al-supported workflows

#### Results: delivering high-quality, cost-effective and domainspecific outputs RWS's approach provided a reliable, cost-effective solution for producing high-volume, domain-specific LLM outputs. By combining

task-specific prompt engineering, human review and Al-supported workflows, RWS consistently met the client's rigorous standards across multiple content domains while minimizing the need for manual post-editing. The system also allowed the team to adapt quickly to new tasks and content types, ensuring the client could continue innovating

without delays. "We've developed a cost-effective, flexible solution, easy to localize for different services and deploy new functionalities," says Solution Architect Michal Sedivy.

Key results included:

a wide range of outputs over the years

and supported high-volume content production.

- Outputs consistently matched the terminology, tone and quality expectations for IT, financial, marketing and legal content. • Team members retrained quickly to handle new tasks and content types without slowing delivery. • Prompts generated engaging, contextually relevant content while maintaining clarity.
- A repeatable framework supported ongoing content production, new functionalities and multilingual workflows. • High-quality outputs were achieved without requiring in-house Al infrastructure, delivering substantial value for the client.

RWS continues to implement new prompts, features and Al agents, with every output vetted by human experts before release, supporting the client's ongoing innovation needs. This ensures reliability for a client with a global reputation to maintain. Even more importantly, RWS continues to serve as a trusted partner in innovation and development. This long-term relationship has

evolved alongside changing technology and customer expectations, enabling us to help this client deliver high-quality results across

Every Al project must include human review. A human checks every output to catch issues-including hallucinations-



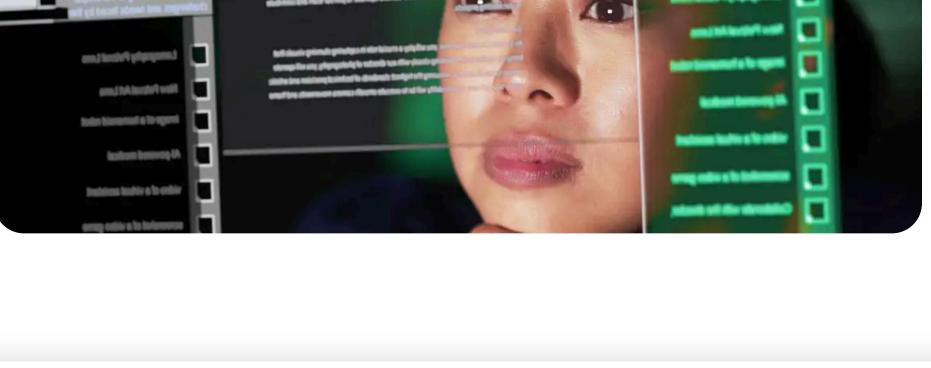
before it reaches end users. Ivan Lukavsky Program Director at RWS

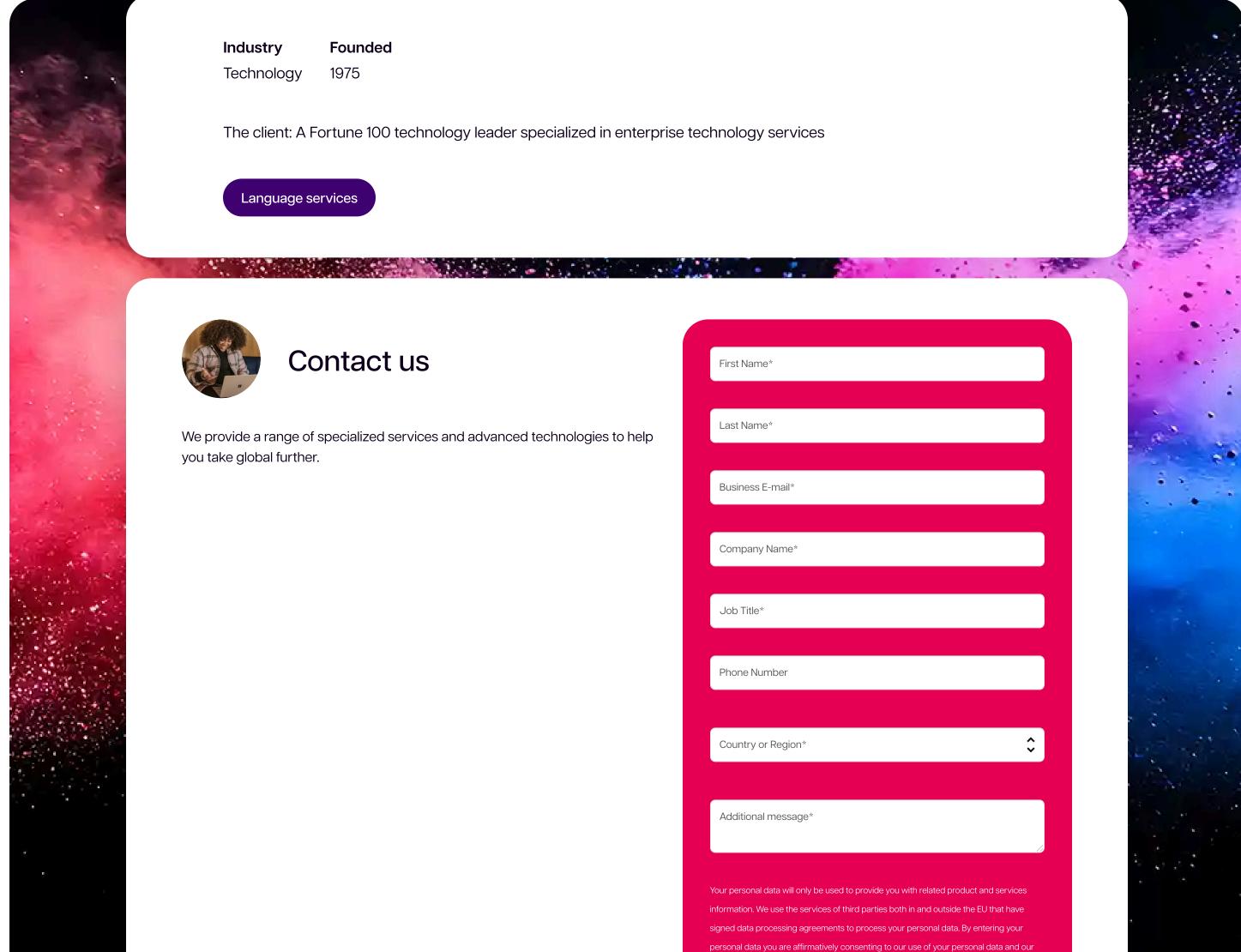
#### A trusted partner achieving accuracy, creativity and efficiency at scale RWS's expertise in linguistic services and Al-assisted workflows enabled the client to produce high-quality, domain-specific LLM

The team's technical expertise and exceptional talent ensured that every output met the client's rigorous standards. At the same time, flexible workflows allowed the project to evolve with new prompts, tasks and Al features. Today, the client continues to rely on RWS for ongoing innovation, confident that each deliverable will maintain quality, efficiency and global reliability.

outputs across IT, financial, marketing and legal content. By combining tailored prompt engineering, rapid team retraining, human review and scalable processes, RWS delivered accurate, contextually relevant and cost-effective results that reduced post-editing

Discover what RWS can do to help your organization achieve the same. Our experts enable you to optimize LLM outputs and streamline multilingual content workflows at scale.





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