

# AI done right: finding the balance for smarter eLearning.

A practical guide to responsible AI implementation



## AI and human expertise.

**How do you strike the right balance?**

AI is reshaping eLearning at lightning speed, delivering faster content creation, more consistent translations and deeper insights. But as an L&D professional, you know that speed alone isn't enough.

The real challenge is finding the right balance that allows you to harness AI's speed and efficiency while maintaining human expertise and oversight to ensure accuracy, security and trust.

You're not alone if you're wrestling with AI security and how to implement it responsibly. A recent survey showed that many L&D (Learning and Development) professionals share your concerns<sup>1</sup>.

**20.6%** said the top-rated AI benefit was faster content creation, yet only **11.4%** believed AI could improve quality – highlighting a perception gap between efficiency and trust

AI's role in skills development remains underused, with only **4%** seeing AI as useful for identifying skills gaps and just **3.8%** using it for extra skills practice

**19.5%** of respondents cited data privacy and security concerns, while **13.4%** reported a lack of trust in AI outputs – together, these concerns accounted for almost a third of all responses



<sup>1</sup> [donalddhtaylor.co.uk/research\\_base/focus03-intention-and-reality](https://donalddhtaylor.co.uk/research_base/focus03-intention-and-reality)



It's not just the L&D sector that's grappling with these issues. The localization industry as a whole is also seeing similar patterns. According to the [Slator Localization Buyer Report 2025...](#)

**55%**

of enterprise buyers **would maintain current spending levels** if AI reduced per-unit costs – using the savings to process more content

**53%**

of buyers **want strategic or hands-on AI support** from Language Service Providers (LSPs)

**98%**

**expect AI integration** in Translation Management Systems (TMS) as a baseline requirement



## So where does that leave you and your business?

How ready are you and your business? You're probably under pressure to adopt AI, but you know need to do it right – integrating AI into your L&D strategy in a way that enhances learning, yet ensures security and builds trust.

This guide will help you and your business boost your readiness to adopt AI with confidence, offering a structured and balanced approach to:

1. **Create** AI-assisted learning content that is both efficient and high quality
2. **Translate** learning materials accurately while preserving cultural relevance
3. **Perform** by leveraging AI insights to measure, optimize and demonstrate impact

**Adopting AI responsibly means understanding its strengths and its blind spots. Without human oversight, even the smartest AI can mislead**

**Lenny Grinberg**  
Vice President of Sales, RWS





# 01. Create

Using AI to develop high-quality  
eLearning content



## Where and when to use AI

AI has the potential to revolutionize content creation, but only when used strategically and responsibly.

Because AI learns from us, it can pick up stereotypes and misrepresentations, which may lead to biased or even harmful content. AI is new technology, and it is still unclear how much of the content AI provides is shaped by hidden biases and how much control we really have over it as users.

The key is working with a responsible, experienced and trustworthy vendor who offers transparency around the AI tools and processes being used and can provide clarity around when to rely on AI and when human oversight is essential.

**AI tools are powerful, but without ethical guardrails, they can amplify bias.**

**Responsible use isn't optional, it's essential.**

**Abhilasha Choudhary**  
Senior Learning Solutions Consultant, RWS





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## Using AI ethically and ensuring compliance

In today's challenging economic climate, up to 84% of business leaders see AI as useful in cutting employee numbers<sup>2</sup>. But this approach can be a false economy and lead to missteps that alienate learners and customers and lead to a lack of trust in your organization. Responsible businesses see transparency, explainability and human involvement as an opportunity to lead in a space where AI remains an immature technology.

Consumers are increasingly concerned about how AI is used and expect clear labeling of AI-generated content and chatbots. Labeling shouldn't just be a box-ticking exercise – it builds trust and helps consumers assess potential risks when engaging with AI tools.

Ethical considerations are a key aspect of developing learning content in low-resource languages. The LLMs (Large Language Models) on which AI is built can easily reinforce cultural biases, bigotry and racism when there's limited data for a language. It's important to work with a provider who knows how to use ethically sourced datasets to assist with linguistic inclusion and ensure accessibility that respects cultural nuance.

**60% of respondents in markets like India, Indonesia, Kenya, Nigeria and South Africa consider transparency of AI use very important.<sup>3</sup>**

<sup>2</sup>[avanade.com/en-gb/insights/trendlines#register](https://www.avanade.com/en-gb/insights/trendlines#register)

<sup>3</sup>Riding the AI Shockwave Report RWS 2025



## How AI can help

AI offers many advantages in content development – from research to automation. Here's how AI can support your eLearning strategy.

### AI as a research assistant

Use AI to quickly gather background information and generate content outlines.

### Optimizing learning design

AI can help you to track learner engagement, identify knowledge gaps, and adapt learning paths in real time.

### Adaptive learning systems

AI can be used to personalize learning by adjusting content based on learner performance.

### Supporting live training

AI can help structure workshops and create role-play scenarios.

### Enhancing multimedia

You can use AI to generate images, animations and voiceovers.

### Automating administrative tasks

AI is useful in drafting training emails, meeting notes and reports.

### Natural Language Processing (NLP)

AI-powered chatbots can provide instant, contextual feedback to learners and system users.

### Immersive Learning (AR/VR)

AI-driven simulations can be used to enhance real-world learning experiences.

# 02. Translate

Ensuring cultural  
and linguistic accuracy





# AI is great for quick translations, but human expertise is essential for refining nuance, understanding context and ensuring compliance.

Before you begin, ask yourself...

## How sensitive is your content?

- Highly sensitive content (such as legal, financial, medical) requires human oversight to prevent AI misinterpretations that could lead to legal or compliance issues.
- Moderately sensitive content (such as internal training, compliance documents) benefits from AI-assisted translation with human review (MTPE – Machine Translation Post-Editing) to balance efficiency and quality.
- Low-sensitivity content (such as FAQs, user-generated content) can harness fully automated AI translation with minimal human oversight.

## What are the security requirements?

One of the biggest concerns with AI-powered translation is data security. AI tools often rely on cloud-based processing, which raises privacy risks, especially for industries handling sensitive information like healthcare, finance, or government compliance.

- Industries with strict regulations (finance, healthcare for example) need AI tools that comply with industry standards like GDPR and HIPAA.
- 57% of enterprise buyers prefer customizable AI workflows<sup>4</sup>, indicating a need for flexibility in AI implementation.

## What's the right balance between AI efficiency and human oversight?

- AI excels in speed, scalability and cost savings.
- Human expertise is critical for cultural adaptation, context-sensitive language and quality assurance.
- 54% of enterprise buyers report stable translation rates, but 34% expect rate decreases in 2025<sup>4</sup>, highlighting ongoing pricing pressure and the need for cost-effective AI solutions.

<sup>4</sup> The Slatior Localization Buyer Report 2025

## Balancing AI and human expertise in translation

AI accelerates translation speed and maintains consistency across languages. However, human linguists are essential for refining tone, cultural accuracy, and compliance with local laws and industry regulations.

### Best practices for AI-powered translation

- Identify culturally sensitive elements before translation
- Use full machine translation for standardized content but apply human-guided AI for nuanced materials
- Always include human review for compliance-based content

### Building trust through transparency

- 81% of consumers expect clear labeling of AI-generated content\* – this transparency helps to foster trust and build engagement
- Explainability tools enhance confidence in AI-driven translations
- AI should assist your linguists, not replace them, ensuring authenticity across each market

At RWS we are developing our own LLMs (Large Language Models) which are deliberately designed to mitigate privacy risks.

**Evolve**, our revolutionary linguistic AI solution, seamlessly integrates with our translation management system, harnessing the power of neural machine translation and AI-driven quality estimation to deliver efficiency and accuracy. But we also recognize the need for human expertise and our 'experts-in-the-loop' approach integrates skilled linguists and domain specialists into the process.

**You can teach a machine a language, but not the subtle nuances of a culture. That's where human translators shine.**

**Jose González Mediero**  
Senior eLearning Solution Consultant, RWS

\* The Slatior Localization Buyer Report 2025



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# 03. Perform

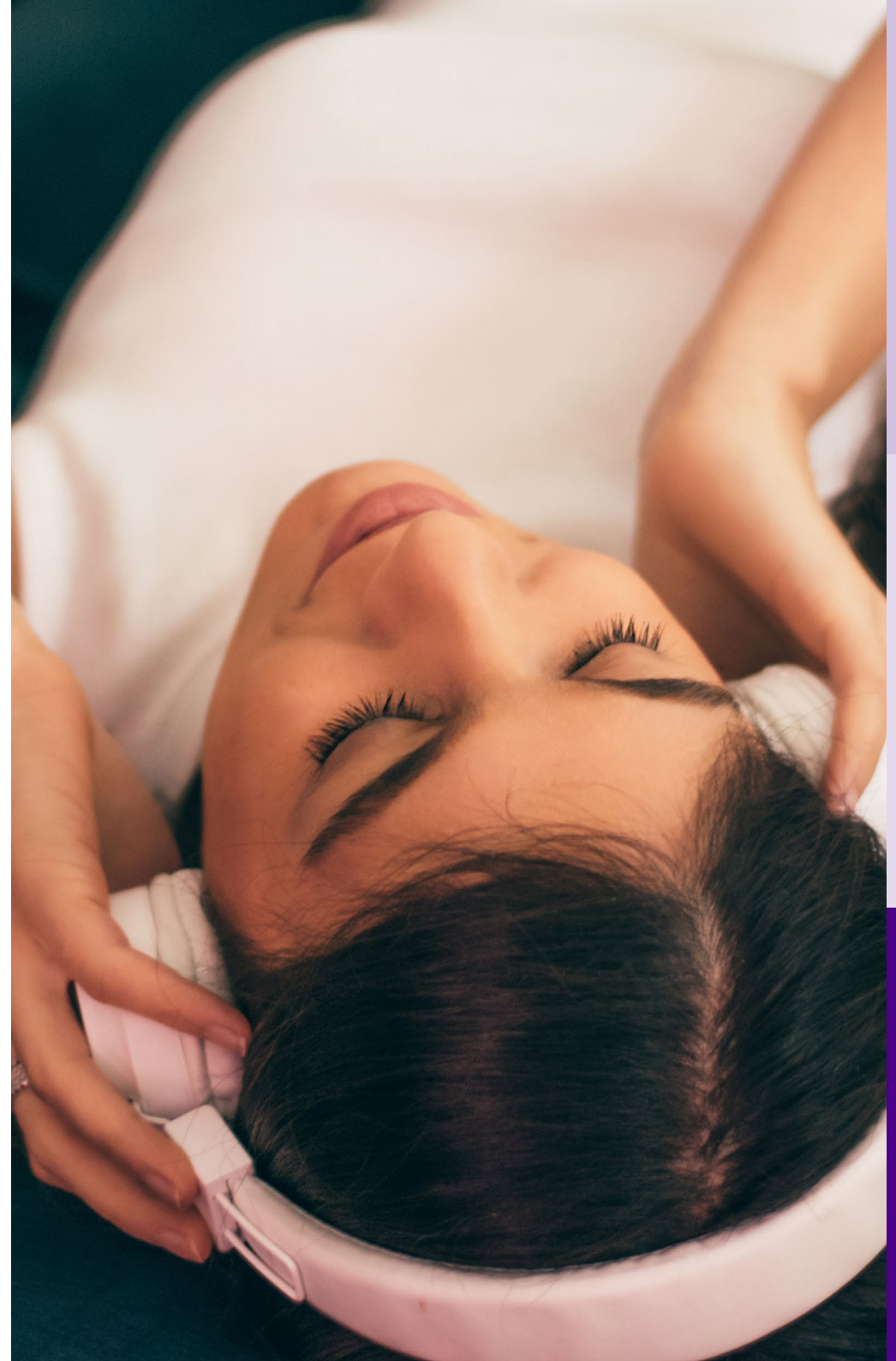
Measuring and optimizing  
AI-driven eLearning



**AI doesn't just create content  
– it can also help you measure,  
optimize and prove the impact  
of your L&D initiatives.**

**Imagine uncovering why your  
training resonates differently  
across markets, revealing hidden  
patterns in learning data**

**By combining AI analytics with  
cultural understanding, we can  
help you discover which elements  
drive better outcomes, and how  
this deeper insight can help  
you demonstrate clear value to  
stakeholders – transforming how  
you measure learning impact  
across your global organization.**





# AI's data-driven insights enable organizations to refine their learning strategies.

Here's how AI can support performance optimization.

## Use AI to improve eLearning performance

- Conduct sentiment analysis on learner feedback to refine training
- Track learner progress, analyze KPIs and assess learning impact
- Use AI-driven analytics to support skills mapping and competency development

## Ensure ethical AI implementation

- Implement AI transparently so that your learners and stakeholders understand exactly how it's being used
- Use explainability tools to clarify AI-driven decisions
- Maintain a flexible AI adoption approach to ensure alignment with security and quality standards

## Balancing the security risks

Of course, with data there is always a potential for risk, so it's also important to ensure security.

Personal learning habits, performance metrics and personal information are a potential area of interest to hackers. A breach could expose not only a learner's identity but also their entire learning history. That's why strong security measures are essential. These can include encryption, firewalls, and even following strict regulations like GDPR or constantly updating your security tech. By balancing AI-driven insights with strong security measures, businesses can confidently optimize learning while protecting user data.

## Finding the right balance

AI can surface powerful insights, but human expertise is needed to apply them meaningfully in your eLearning strategy.

We can help you formulate an approach that's right for your organization, and advise you on how to use AI responsibly, efficiently and securely.

**The true value of AI isn't just speed, it's insight. But insight must be protected and secured like any other asset.**

**Michael Coates**  
Business Development Director, RWS

## RWS: your partner in responsible AI implementation

You need support from an expert partner who is prepared to meet you wherever you are on your AI journey and support you in finding the right balance.

At RWS, we understand the complexities of AI adoption in L&D. Our Genuine Intelligence™ approach combines AI efficiency with human expertise, ensuring your learning content remains high-quality, culturally relevant and impactful.

## Why choose RWS?

### AI leadership

We have 20+ years of AI expertise, 45+ AI-related patents and our own pioneering AI-powered translation.

### Proven track record

We're trusted by over 80 of the world's top 100 brands.

### Evolved AI solutions

Our award-winning and proprietary AI tools and solutions like Language Weaver and Evolve combine neural machine translation, quality estimation and language-specific LLMs.

### Thought leaders

We have published multiple reports on responsible AI implementation, including our [Genuine Intelligence™](#) and [Riding the AI Shockwave](#) research reports.

### Flexible implementation

Our AI solutions can be tailored to match your security needs, compliance requirements and to help you consistently keep up with your business's need for high-quality content.

### Content security and compliance

We can provide a 'business-as-usual' framework to help you with:



Risk mitigation through the avoidance of free translation tools



Control over content creation, management and translation



Secure solutions across multiple industries



Secure, integrated workflows



Governance, risk and compliance (GRC) processes



Regulatory compliance

## Take the next step

The future of eLearning isn't about choosing between AI and human expertise. It's about using both to their full potential. With the right approach, AI can help you create scalable, secure, and impactful learning experiences.

**Contact us** today to find the right balance for you with AI and human-powered eLearning.

### About us

RWS is a content solutions company, powered by technology and human expertise. We grow the value of ideas, data and content by making sure organizations are understood. Everywhere.

Our proprietary technology, 45+ AI patents and human experts help organizations bring ideas to market faster, build deeper relationships across borders and cultures, and enter new markets with confidence – growing their business and connecting them to a world of opportunities.

It's why over 80 of the world's top 100 brands trust RWS to drive innovation, inform decisions and shape brand experiences.

With 60+ global locations, across five continents, our teams work with businesses across almost all industries. Innovating since 1958, RWS is headquartered in the UK and publicly listed on AIM, the London Stock Exchange regulated market (RWS.L).

More information: [rws.com](https://rws.com)

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**Hello,  
world.**