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Language AI report 2025

The language revolution:

how AI improves the way businesses communicate

Discover

- The importance of language in business —and the cost of bad communication
- Differences between general purpose and specialized AI models
- Real-world applications of Language AI

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The game-changing potential of Language AI

There are over 8 billion people on Earth, making for a rich mixture of different demographics, lifestyles, customs, traditions, and cultures. But one element has the power to connect everyone: language.

Language is fundamental to human culture and how people define and identify themselves. Simply put, enabling everyone to express themselves clearly and authentically is foundational to a thriving society and business environment.

Imagine how employees feel when they are unable to communicate in even the most basic ways with colleagues, partners, and customers. Add to that the fact that many employees struggle to write clearly and effectively.

English is the global business language—yet just 20% of the world's population speaks it fluently[1]

20%

*Businesses lose billions of dollars annually due to bad writing alone[2]

1   Pearson. "How English empowers your tomorrow," March 2024.
2   Forbes Advisor. "The State Of Workplace Communication In 2024," updated March 8, 2023.

Language can make or break a business, and with the rapidly growing need for improved communication, AI is playing a critical role. In a fast-paced, global business environment, Language AI is equipping organizations to drive new levels of productivity as they break down language barriers.

In 2025, businesses will be looking more closely into how AI is bringing ROI-positive value to their organization. Those that take steps now are the ones that will future-proof their businesses.

No wonder 72% of executives ambitiously plan to integrate AI into their business operations, with 25% planning to use AI for specialized tasks such as translation in 2025.[3]

This report explores the intersection of language and AI in business. Featuring proprietary research from DeepL's global customer survey and insights from Erin Meyer, author of The Culture Map: Breaking Through the Invisible Boundaries of Global Business, it will help organizations entering into the new era.

What's in store for 2025:

72% of executives ambitiously plan to integrate AI into their business operations

72%

25% of executives plan to use AI for specialized tasks such as translation in 2025

25%

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[3] DeepL. Survey of C-suite and decision makers in EMEA and US, Q4 2024.

4

Welcome from DeepL's CEO

We're at an exciting turning point, moving past the AI hype and into implementation, with businesses now wanting to deliver tangible results and see ROI from the technology.

According to Forrester, "If 2023 was the year of FOMO, and 2024 was the year of pilots and early adoption, then 2025 will be a year of financial calculation of the ROI of AI workforce initiatives."[4]

This shift aligns perfectly with DeepL's mission and solutions. From day one, we've been laser-focused on solving the language challenge using AI. This relentless drive has powered us to create products that impact global business.

When we launched in 2017, our AI translation outperformed global tech giants in both quality and accuracy. And we've retained a top-ranking position ever since (in 2024, DeepL was named top machine translation provider among leading language services companies).[5] But what really mattered was how we are accelerating toward a world without language barriers.

Fast forward to now: we're in the thick of the AI revolution, and our models are transforming how businesses communicate via different mediums, including written text, code, and voice. DeepL is now seen as an essential AI solution for companies breaking into new markets and building a strong global presence.

In this report, we share findings from our research into the intersection of language and AI. Get insights and guidance that will smooth your path into the next era of AI.

Jarek Kutylowski
CEO and Founder, DeepL

4   Forrester. "Predictions 2025: The Future Of Work," October 22, 2024.
5   DeepL. "The numbers are in: translation experts weigh in on translation expertise," October 16, 2024.

Language underpins business success

780 global decision-makers—and bestselling author Erin Meyer—share their insights on how communication, culture, and AI will shape business success in 2025

DeepL research into AI use and language barriers

Every day, DeepL empowers thousands of teams across the globe to overcome communication challenges.

To understand their language barrier challenges and plans to overcome them using AI, DeepL surveyed a subset of customers in EMEA and the US. Here's what C-suite members and decision-makers shared. Below are the findings, along with a DeepL analysis (the survey methodology can be found in Appendix B).

What are the language barrier challenges your business faces?

Average across countries for each individual response

Expanding into new markets

35%

Serving customers from other markets

32%

Customer service

24%

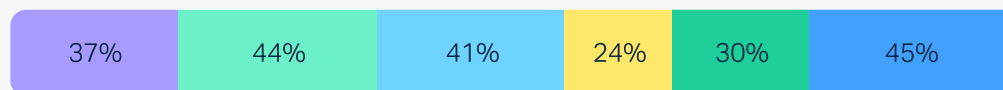Internal communication among teams speaking different languages

24%

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Results per country

When it comes to global expansion, Belgium, Germany, and the UK feel the most pressure, while France and the Netherlands experience a more equal split between language barriers impacting internal and external operations.

■ United States   ■ United Kingdom   ■ Germany   ■ France   ■ Netherlands   ■ Belgium

Expanding into new markets

United States	United Kingdom	Germany	France	Netherlands	Belgium
37%	44%	41%	24%	30%	45%

Serving customers from other markets

United States	United Kingdom	Germany	France	Netherlands	Belgium
38%	28%	28%	42%	30%	38%

Customer service

United States	United Kingdom	Germany	France	Netherlands	Belgium
22%	15%	21%	28%	25%	28%

Internal communication among teams speaking different languages

United States	United Kingdom	Germany	France	Netherlands	Belgium
21%	22%	24%	25%	31%	14%

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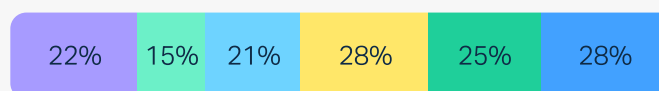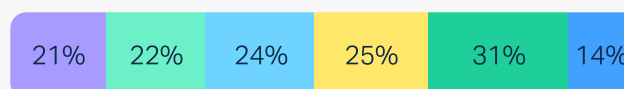
How do you plan to allocate your budget for AI in 2025?

Average across countries for each individual response

25%
AI will be used for specialized tasks such as translation

28%
AI will be integrated into all business operations

29%
No plans to spend on AI in 2025

19%
AI will be used as a part of workplace tools (e.g. via integrations)

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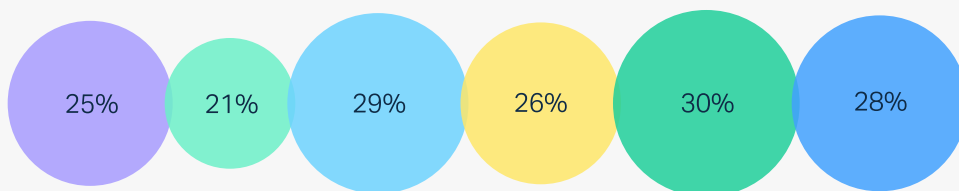
Results per country

The Netherlands leads slightly on integrating AI across all operations, while the UK has more leaders with no plans to invest in AI at all. There's a relatively equal split between integrating AI into existing tools over countries using AI for specialist tasks, with the latter just edging it.

🟣 United States   🟢 United Kingdom   🔵 Germany   🟡 France   🟢 Netherlands   🔵 Belgium

AI will be integrated into all business operations

United States	United Kingdom	Germany	France	Netherlands	Belgium
25%	21%	29%	26%	30%	28%

AI will be used as a part of workplace tools (eg) via integrations

United States	United Kingdom	Germany	France	Netherlands	Belgium
24%	16%	15%	25%	17%	21%

AI will be used for specialized tasks, such as translation

United States	United Kingdom	Germany	France	Netherlands	Belgium
23%	25%	24%	25%	30%	21%

No plans to spend on AI in 2025

United States	United Kingdom	Germany	France	Netherlands	Belgium
28%	38%	32%	25%	21%	31%

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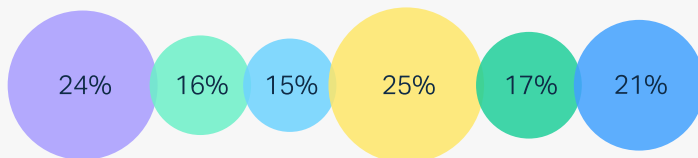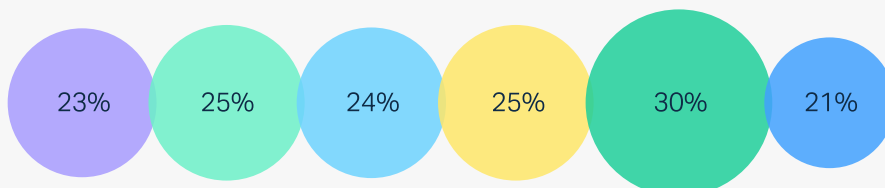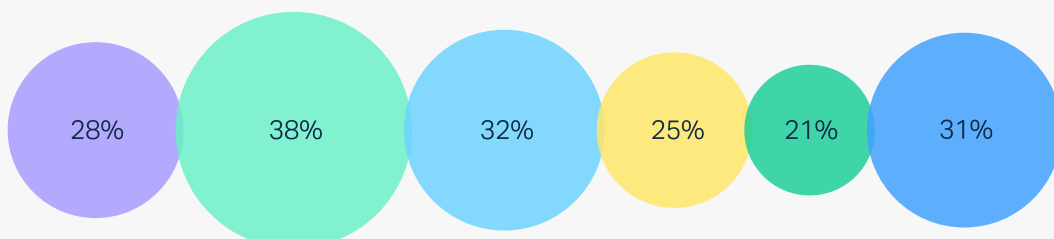
In which areas do you think AI translation tools can make a difference?

Average across countries for each individual response

Supporting in-house translation teams

31%

Using AI tools in conjunction with external translation agencies

32%

Integrating AI into key products across the business

26%

Helping internal teams communicate more effectively

18%

Results per country

The US, UK, and Netherlands see a significant value in using AI tools in conjunction with external agencies, while Belgium, France and Germany also lean towards integrating AI into various products across the business.

Netherlands
- 30%
- 30%
- 38%
- 14%

UK
- 34%
- 18%
- 40%
- 18%

US
- 32%
- 34%
- 35%
- 18%

France
- 30%
- 12%
- 28%
- 18%

Germany
- 33%
- 27%
- 28%
- 20%

Belgium
- 28%
- 28%
- 31%
- 34%

Legend:
- Supporting in-house translation teams
- Integrating AI into key products across the business
- Using AI tools in conjunction with external translation agencies
- Helping internal teams communicate more effectively

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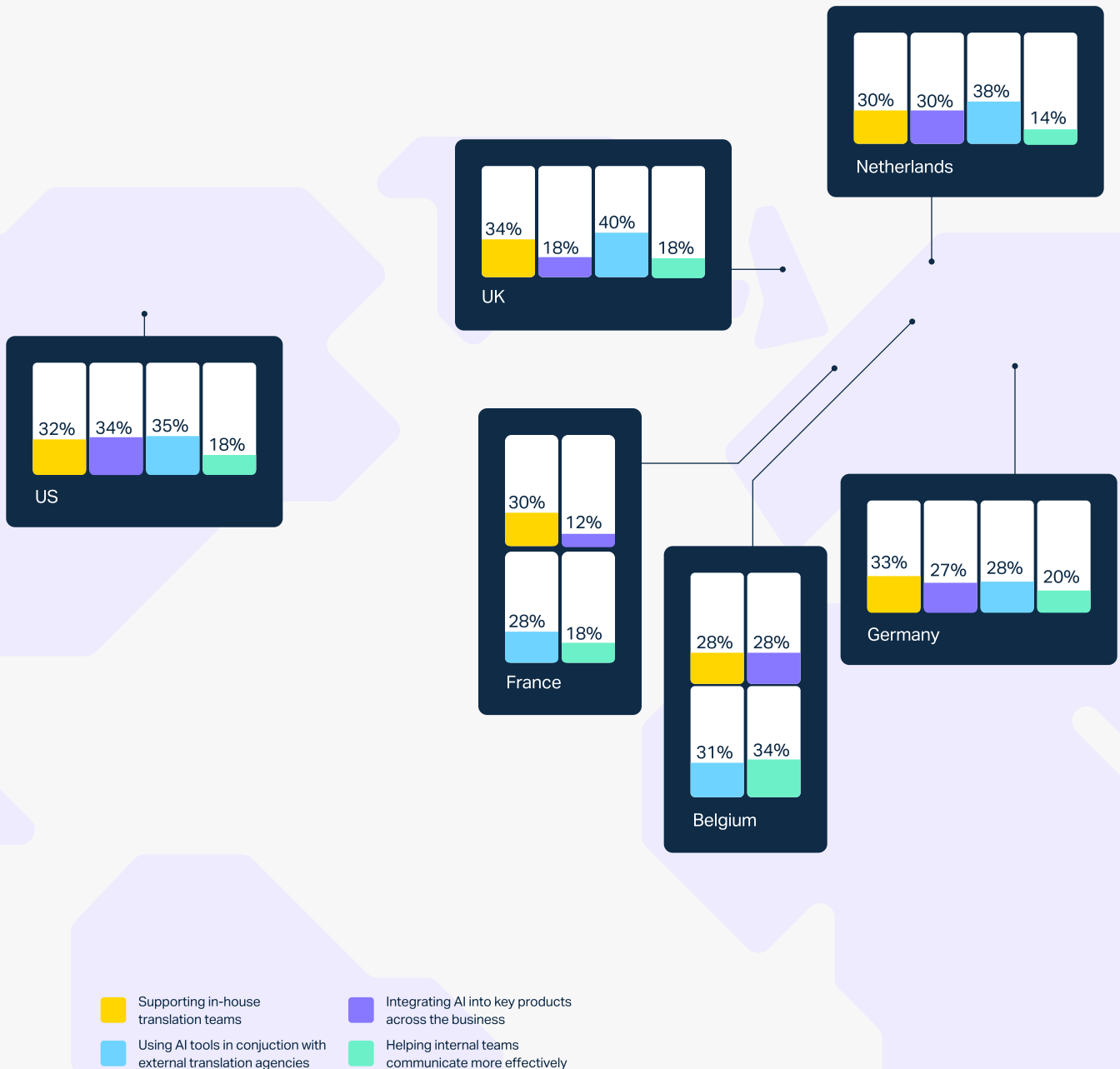
Communication barriers hinder global growth

The top challenges due to language barriers:

Market expansion	Global customer engagement
35%	**32%**

Countries with multiple official languages or export-driven economies (e.g., Belgium, the UK, and Germany) face the steepest language hurdles when expanding into new markets.

What this means

External communication issues overshadow internal ones

External communication takes the spotlight, highlighting how crucial language is for forging strong connections with global partners and customers. Interestingly, internal language barriers are less of a worry—especially in English-dominant regions like the US and UK—underscoring English's dominance as the business lingua franca. However, treating internal communication challenges as secondary leaves companies struggling to effectively and efficiently move business forward.

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Businesses invest in AI but adoption plans vary

72% of decision makers plan to spend on AI in 2025. But adoption plans vary widely by industry:

Legal

50%

Financial services

87%

Manufacturing

31%

What this means

Value and trust lead the way

Though adoption levels vary, the global push to invest in AI illustrates its rising value and a readiness to embrace it. High uptake plans in financial services are likely driven by the sector's focus on automation and customer personalization. But in other tightly regulated industries, trust is the sticking point. There, concerns around IP protection, data security, and compliance are slowing adoption.

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AI + human = the best results

Decision-makers increasingly prefer a dual-approach, merging AI solutions with human expertise and oversight.

In-house

31% see AI translation tools as essential for enhancing in-house translation rising to 51% in the legal sector.

51%

31%

External agencies

32% value AI alongside external agencies, favoring blended solutions that combine human expertise with AI capabilities.

32%

What this means

### Human-in-the-loop solutions gain traction

It's telling that professionals in the legal industry—a sector still building confidence in AI—seek to enhance in-house teams (51%) with the technology. This interest reinforces the need and demand within regulated industries for AI solutions that incorporate human expertise. Expect to see human-in-the-loop solutions dominating adoption in sectors like legal and manufacturing.

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A report from Forrester shows
similar trends in Asia-Pacific:

6 Forrester. "Predictions 2025: Asia Pacific," October 22, 2024.

"60% of APAC firms will localize AI with regionally
trained language models. Regional factors including
diverse customer needs, strict regulation, and linguistic
complexity will drive AI leaders to reshape their
innovation strategies."[6]

60%

89	Cabo Verde
91	China
92	Japan
93	Myanmar
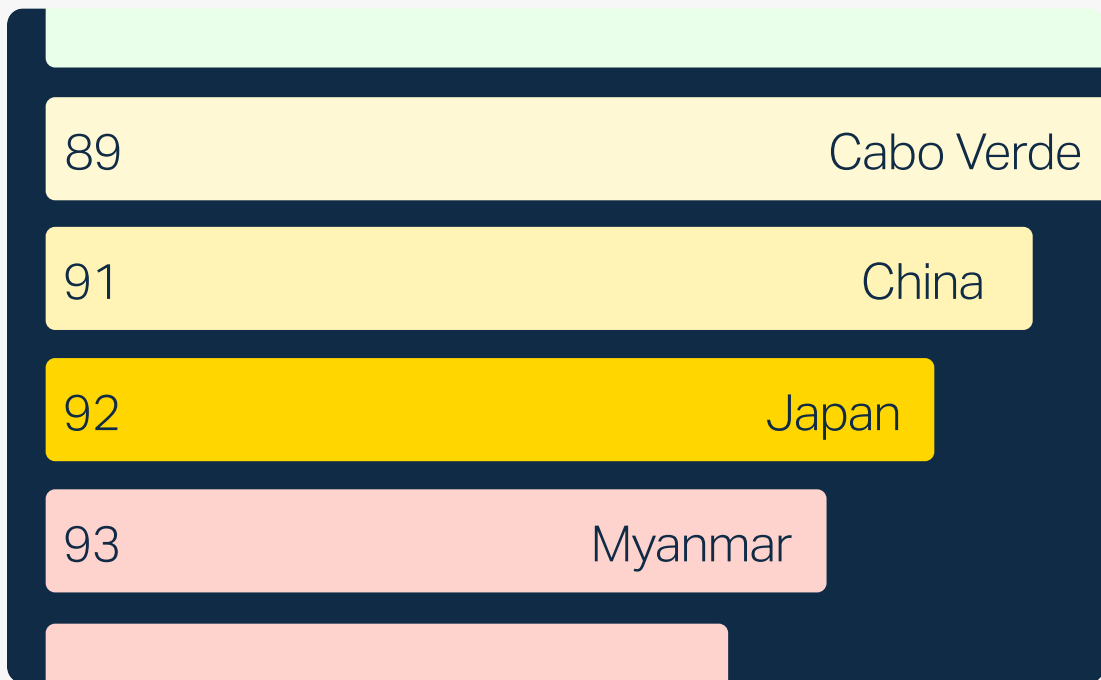
This makes sense considering Japan ranks **92ⁿᵈ out of 116**[7] non-English-speaking regions in English proficiency,

with skills steadily declining. As language barriers complicate globalization, Japanese companies are turning to AI to bridge the gap.

7   EF Education First. "EF English Proficiency Index: Japan," n.d.

Interview | Erin Meyer | Business culture expert

How culture can make or break business communication

Erin Meyer

In her book The Culture Map, Erin Meyer—a renowned expert on business culture—decodes how cultural differences impact international business and provides vital insights for working effectively and sensitively with one's counterparts in the new global marketplace.

For added perspective on the importance of languages and understanding in a connected world, DeepL asked her to share insights and strategies for effective cross-cultural communication and collaboration in global business.

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Question

The way we live and work globally has changed since your book
The Culture Map: Breaking Through the Invisible Boundaries of Global
Business was published over a decade ago. Would you update any of the
ideas you presented then?

Answer

Our humanness hasn't changed, but the way we connect is totally different. Today, we wake up, log on, and stare at a grid of faces—each in a different city or even country. Culture is impacting us more than ever, yet we are less tuned into it because we are missing the usual contextual signals. To adapt, we have to reimagine how we effectively build relationships at a distance, getting creative about how to forge emotional bonds without the benefit of being face-to-face.

Question

How do you see the AI revolution impacting the way we communicate
across cultures? Are there areas where AI supports or challenges the
effectiveness of intercultural communication?

Answer

I look forward to the day when AI helps us not just translate languages, but also guides on how to adapt our tone and style based on cultural nuances. Maybe it will suggest sprinkling an email with personal anecdotes to make it more engaging, or offer tips on how to tactfully and appropriately express disagreement.

For instance, in some cultures, it's perfectly fine to say "I disagree." In others, it could damage trust or even sever ties. AI can bridge this gap, equipping us with culturally sensitive recommendations to navigate these scenarios and make our communication both clear and deeply, culturally effective.

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Question

What risks do global companies face if they fail to address communication barriers and cultural differences in their teams?

Answer

Ignoring cultural differences isn't just a faux pas—it's a recipe for disaster. Think broken partnerships, lost customers, and even multimillion-dollar mergers falling apart. The price of neglecting cultural awareness can be astronomical.

The culprit behind cross-cultural confusion often lies in the brain, specifically the amygdala—your built-in alarm system. This primitive part of the brain craves safety in numbers, and when communication clashes with cultural norms, it sets off a warning siren. Imagine someone disagreeing with you openly in a way that feels too blunt for your culture. Or calling out your work in front of others when that's a no-no where you're from. Your amygdala screams, "Danger! You're about to get kicked out of the tribe!"

That alarm triggers a flood of stress hormones—cortisol and adrenaline—and suddenly, it's fight or flight. You might lash out defensively (fight) or retreat and avoid the person entirely (flight).

This is why, when working across cultures, it's crucial to adapt your communication style to fit the context. It's not just about being polite— it's about creating an environment where everyone feels safe and valued.

> Your amygdala screams, "Danger! You're about to get kicked out of the tribe!"

Question

Given that languages often reflect cultural attitudes towards hierarchy, how can companies take these differences into account to strengthen communication?

Answer

When working across cultures, don't overlook how authority and hierarchy shape communication. In some cultures, it's perfectly fine to reach out to someone a few levels above or below you. In others, it's a serious blunder.

For example, in Scandinavia, the Netherlands, or Australia, you can email someone two or three levels higher or lower than you without raising an eyebrow. In other words, you can communicate directly with colleagues. But in more hierarchical cultures like Japan or China, the expectation is clear: stick to your own level. Your contact will then relay the message up or down the chain, respecting the structure. In other words, communication focuses on connecting with peers, who relay messages up or down the hierarchy based on relationships and structure.

Being mindful of these dynamics can make all the difference. With a little cultural savvy, you can ensure you're connecting with the right person, paving the way for smoother, more effective communication.

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The high cost of poor business communication

When businesses are able to work effectively across languages—teams, partners, and customers can collaborate, and the company is more inclusive, more productive, and more efficient. But what happens when language becomes a barrier?

Even though our research found that companies are prioritizing external communication use cases, let's not forget about the importance of internal communication per Erin Meyer.

Our study revealed that internal communication between teams speaking different tongues is one of the top challenges caused by language barriers within global businesses. Other key challenges due to language barriers include serving customers in different markets and expanding into new regions.[8]

DeepL findings align with a Forbes study that found half of all knowledge workers say they are hampered by communication challenges.[9]
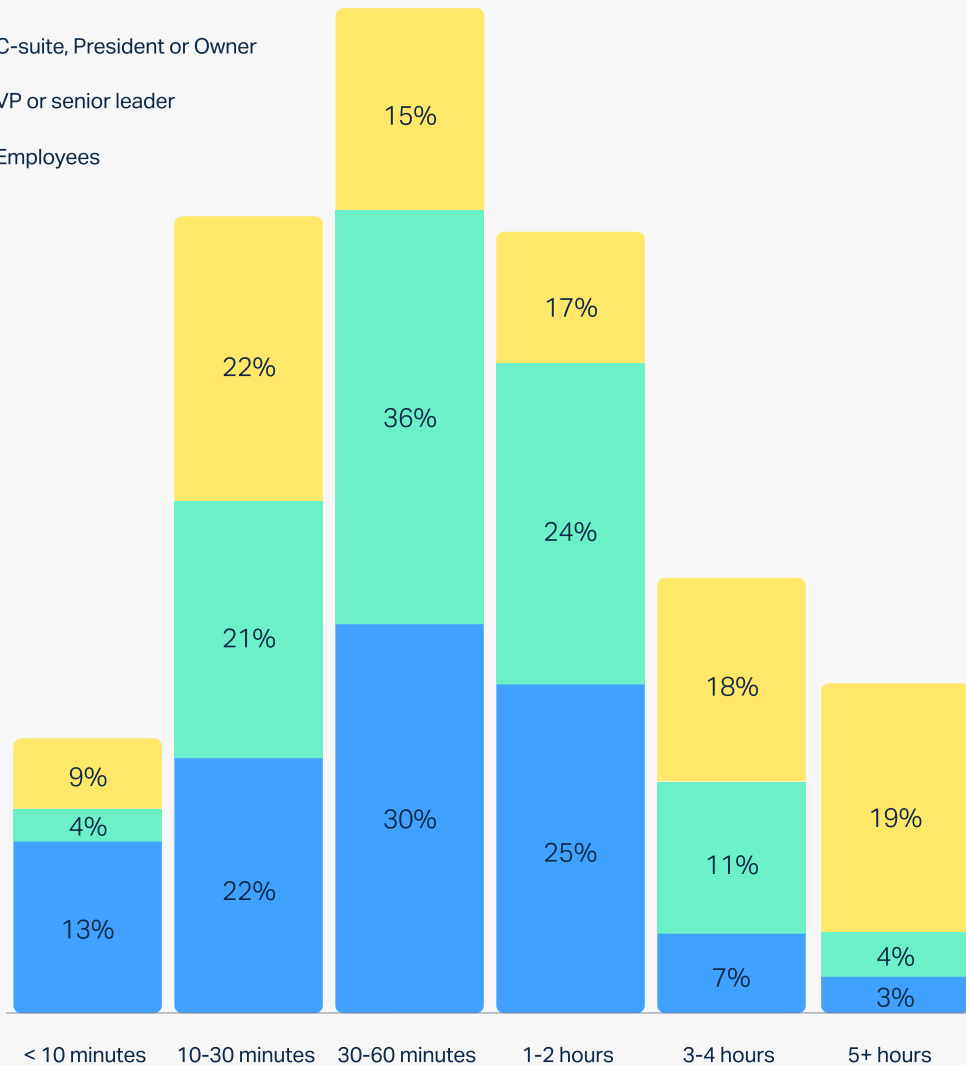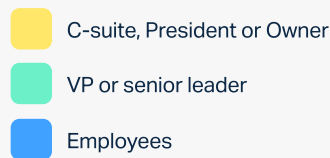
This is not surprising given that, while English is the global business language, only 20% of the world's population speaks it fluently.[10]

20%

Imagine only being able to communicate and collaborate effectively with 1 out of every 5 colleagues, partners, and customers. Employees at every level waste time trying to decipher unclear communications—and the costs add up.

8 DeepL. Survey of C-suite and decision makers in EMEA and US, Q4 2024.
9 Forbes Media. "The State of Workplace Communication in 2024," March 8, 2023.
10 Pearson. "How English empowers your tomorrow," March 2024.

How much time do you spend each day dealing with the impacts of ineffective communication?

Key:

- 🟨 C-suite, President or Owner
- 🟩 VP or senior leader
- 🟦 Employees

Category	C-suite, President or Owner	VP or senior leader	Employees
< 10 minutes	9%	4%	13%
10-30 minutes	22%	21%	22%
30-60 minutes	15%	36%	30%
1-2 hours	17%	24%	25%
3-4 hours	18%	11%	7%
5+ hours	19%	4%	3%

Source: Axios HQ. "2024 State of Internal Communications". n.d. Accessed September 24, 2024.

Businesses also incur hidden costs by overlooking the challenges associated with cross-cultural communication. DeepL research found relatively low concern (24%) about internal language barriers, particularly in English-dominant regions like the US and UK.

In other words, companies are more focused on external than internal communications. This finding also surfaces what Erin Meyer calls one of the biggest cross-cultural traps: presuming shared language means shared understanding.

"It's important to understand the cultural backgrounds of the people you're working with. If you don't, you view all communication through your own cultural lens."

– Erin Meyer, best-selling author of The Culture Map: Breaking Through the Invisible Boundaries of Global Business

As an example, Meyer contrasts Americans and Brits. "They speak the same language, but their cultural approaches can be worlds apart. Research shows that this familiarity can lead to blind spots, where people fail to consider how cultural nuances shape communication. To truly collaborate effectively, we need to pause, recognize these differences, and develop smart strategies to bridge the gap."

Similarly, she underscores how people speaking the same language—like in France and French-speaking Canada—can have different cultural expectations. French people emailing someone they don't know often use the formal "vous" as a sign of respect, while French-speaking Canadians tend to use the informal "tu" and the recipient's first name. Using a last name in Canada might even suggest intentional distance.

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Meyer further illustrates the complexity: "In France, it's normal to open an email with a simple 'bonjour' without adding a name. But try that with someone in Montreal, and it can come across as cold or odd. Cultural nuances like these can create misunderstandings if you're unaware of them."

Clearly, organizations that effectively harness language as a strategic asset can better tap into the power of communication and collaboration both internally and externally. AI is a tool enabling businesses to achieve that goal by augmenting their employees' expertise.

Top communication challenges within businesses include:

Striking a balance between user-friendly communication and technical accuracy

Managing dynamic information (e.g., rapidly changing details) without overwhelming people with too much information

Maintaining brand consistency and integrity across all major communications
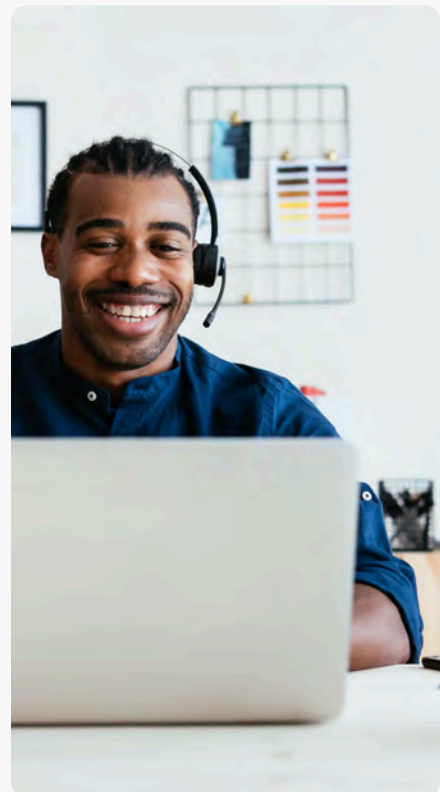
Efficiently managing the complexity and volume of communications

Adapting to different cultures and languages

Ensuring communication is secure and IP is protected

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AI offers the solution

As businesses look to solve communication challenges, it's not surprising that 72% plan to integrate AI into daily operations, with 25% planning to use it for specialized tasks like translating by 2025.[11]

[11] DeepL. Survey of C-suite and decision makers in EMEA and US, Q4 2024.

The business impact of AI is undeniable

Every major technology undergoes both a tipping point and a turning point. The AI tipping point has happened, with steady adoption across industries driving productivity at scale and significantly reducing costs.

Now the turning point is here, and organizations prepared to leverage AI stand to gain an enviable advantage. According to McKinsey, 59% of surveyed organizations have increased revenue by implementing AI and 42% have reduced costs.[12]

Across industries and countries, AI is proving its worth and as a tool to augment, not replace, human expertise. Consider that 75% of international shoppers want to buy products online in their native language, and 59% of non-English-speaking consumers rarely or never make purchases from English-only websites.[13] No wonder retailers embracing AI and machine learning are 2.5 times more likely to increase the size of their customer base.[14]

2.5x

Retailers embracing AI and machine learning are 2.5 times more likely to increase the size of their customer base

[12] Stanford University. "Artificial Intelligence Report Index Report 2024," n.d.
[13] CapitalOne Shopping Research. "Cross-Border Online Shopping Statistics," Last updated: April 24, 2024.
[14] IHL Group. "Retailers That Use AI Enjoy Over 2x Sales Growth and Nearly 3x Profit Growth Compared to Competitors," December 14, 2023

Challenges and concerns may slow momentum

In spite of clear, proven ROI—and even as DeepL sees growing AI adoption each year— some organizations are hesitant to invest in the technology.

In fact, DeepL research found that 29% of decision makers do not plan to spend on AI in 2025.[15] Lower adoption plans in specific industries (legal, 50% and manufacturing, 31%) reflect relative distrust due to concerns over IP protection, data security, and compliance.

DeepL sees growing adoption each year. These concerns are understandable in light of the many factors at play in the AI landscape.

Bring Your Own AI (BYOAI) is on the rise. 2024 research by Microsoft and LinkedIn found that 78% of AI users are already bringing their own AI tools to work.[16] The rise of shadow AI and these "AI smugglers" is creating new security and operational challenges. It's not surprising that PwC found that 77% of CEOs are concerned about AI security.[17]

Hallucinations and misinformation abound. According to The New York Times, "research estimates that even in situations designed to prevent it from happening, chatbots invent information at least 3% of the time—and as high as 27%."[18] Stanford University's 2024 AI Index Report jibes with these findings, with research revealing that a popular AI bot "fabricates unverifiable information in approximately 19.5% of its responses."[19]

New AI regulations are on the horizon. As governments work to mitigate risk by creating and implementing AI regulations and policies,[20] organizations need to stay compliant with emerging and continually updated regulations.

 "When it comes to the potential risks associated with poorly implemented AI—particularly in the content of language—the leak of sensitive data or IP, the propagation of inappropriate biases, and the generation of harmful content are big concerns. But don't overlook the possibility of subtle, yet major, problems. For instance, dull, uninspired translations of marketing materials can hurt public perception of a business." –

Sebastian Enderlein, CTO, DeepL

15   DeepL. Survey of C-suite and decision makers in EMEA and US, Q4 2024.
16   Microsoft. "Microsoft and LinkedIn release the 2024 Work Trend Index on the state of AI at work," May 8, 2024.
17   PwC. "27th Annual CEO Survey: US version," January 15, 2024.
18   The New York Times. "Chatbots May 'Hallucinate' More Often Than Many Realize," Updated November 16, 2023.
19   Stanford University. "Artificial Intelligence Report Index Report 2024," n.d.
20   IAPP. "Global AI Law and Policy Tracker," Last updated February 2024.

Snapshot of AI governance developments across the world

EU

The EU AI act is the first binding worldwide horizontal regulation on AI.

It sets a common framework for the use and supply of AI systems in the EU, which applies to both EU and non-EU headquartered organizations.

Japan

A national AI strategy was published in 2022, promoting the notion of "agile governance", in addition to white papers for policy guidance.

In 2023, draft AI Operator Guidelines were released to clarify how operators should develop, deploy, and use AI.

South Korea

A comprehensive AI Act is in the works to ensure accessibility to AI technology to all developers without government approval.

In addition, there are numerous policy initiatives regarding AI and technology under its National Strategy for AI.

US

Numerous frameworks and guidelines have been released, including specific AI governance law and policies (e.g., **California AI Transparency Act**, **Utah Artificial Intelligence Policy Act**).

In May 2024, Colorado became the first state to enact comprehensive AI legislation aimed at protecting consumers from high-risk AI systems.

Source: Global AI Law and Policy Tracker

UK

Embracing a pro-innovation approach to AI regulation—and seeking to avoid blanket rules—the UK government's approach to AI regulation is based on a **cross-sector framework**.

In July 2024, the UK government announced that it will introduce new AI rules alongside cybersecurity and digital information bills.

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Using AI the right way is key

Businesses looking to reap the benefits of AI without incurring risks should consider more tailored tools.[21]

21 Raconteur. "The rise of shadow AI – and how specialised AI could combat it," n.d.

Embrace a strategic approach to AI

Now the hype cycle is behind us, conversations about what is possible are giving way to a priority on driving measurable business outcomes.

Companies are pursuing impactful results by embracing a formal AI strategy and emphasizing strategic use cases focused on improving productivity and operational efficiency.

Based on our research findings, we recommend the following when it comes to using AI to overcome language barriers:

1 Improve external and internal communication

Create communication strategies that account for the multilingual factor and context-aware localization to meet customers where they are linguistically. English is not enough if you want to truly drive global growth: strengthen external communication by treating localization not as a cost center but as a revenue enabler.

Empower employees to enhance their work and internal communications by equipping them with AI translation and writing tools.
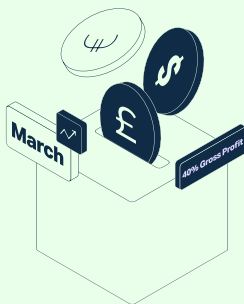
2 Instill trust in AI

Build company-wide trust in AI by:
- Showcasing its potential to execs
- Prioritizing lower-risk, internal use cases that improve employee productivity
- Educating employees through formal training that drives AI adoption
- Empowering employees with the skills to use AI effectively

3 Focus on human-in-the-loop options

Embrace hybrid AI solutions that combine the power of AI with human expertise, particularly important in high-stakes communications such as customer contracts or other legally binding documents.
Train teams to work with AI tools seamlessly integrated into daily work for maximum impact.

Out-of-the-box solutions are increasingly attractive

In this environment, some companies feel compelled to create custom AI solutions to address their unique needs.[22] As they do, they must decide the level of investment and upheaval they are willing—and can afford—to take on.

Namely, they are asking themselves these key questions:

1. Does it make sense to develop our own AI tools—or will this distract from our core business?

2. Do we have the budget, technical talent, time, and data to develop, train, maintain, and continually improve an AI system better than one we could buy?

3. Are we able to formally and systematically govern the use of data in training and fine-tuning a model?

> **When it comes to 2025 budget allocations for AI, DeepL's survey of C-suite and decision-makers in EMEA and the US found the following:**
>
> • 72% plan to invest in AI: 28% will integrate AI into all business operations, 25% will use AI for specialized tasks like translation, and 19% will incorporate it into workplace tools.
>
> • 29% don't plan to spend on AI in 2025

The AI Infrastructure Alliance believes "[m]any companies will move away from training their models, given the complexity and cost. Instead, they will prefer out-of-the-box solutions."[23]

Our advice? Find a solution that serves the organization's requirements. With that in mind, it helps to understand the differences between general purpose (or horizontal) and specialized (or vertical) solutions.

22   McKinsey. "The state of AI in early 2024", 30 maggio 2024.
23   AI Infrastructure Alliance. "ENTERPRISE GENERATIVE AI ADOPTION AIIA Report – August 2023", s.d.

Understand specialized vs. general purpose AI

General purpose AI solutions take a one-size-fits-all approach to a broad array of needs across industries and use cases. For example, popular online chatbots can generate poems, report outlines, recipes, and just about any written text a person or business can imagine.

Powered by large sets of public data, general purpose AI solutions call upon Large Language Models (LLMs) that are good at responding to logical prompts and are versatile in their output. However, as they draw upon vast volumes of training data scraped from the internet, these AI solutions aren't able to determine the validity and quality of data sources. As a result, they can produce inaccurate or false information (i.e., hallucinations).

While general purpose AI is the first wave of AI, specialized AI represents a step change. Unlike general purpose AI models, specialized AI is trained on proprietary, domain-specific data to solve niche challenges and deliver accurate output. These models are the most reliable and preferred solution for language challenges where accuracy is paramount, namely business translation and writing.

	General purpose (AI)	Specialized AI
Training	Indiscriminately leverages publicly available data for training, introducing potential ethical and compliance issues	Trained on curated, proprietary data aligned with security and compliance guidelines
Use cases	Fit for generalized, widely applicable—and often B2C—scenarios, making it challenging to apply to specialized workflows	Designed to address specific challenges aligned with business-centric use cases and workflows
Quality	With little to no control over outputs, requires user involvement to verify accuracy	Built using proprietary data and human-in-the-loop review to verify and train data, and drive high-quality output

As Sebastian Enderlein explains, DeepL's specialized translation models can't help prepare a tax return or with homework. Instead, they do one job really well: translate text into different languages while respecting a person's or company's preferences.

All DeepL models are fed huge volumes of text in various languages to ground them in the fundamentals of language. We then train them to specialize in a specific set of tasks. For instance, when training a translation model, we show the model how to translate text from, say, English to German while adhering to the relevant context.

This specialization enables tighter quality control. "Rather than test for everything, DeepL focuses on testing the tasks its models are meant to address. Over time, as we continually improve our models, this focused testing ensures best-in-class quality and vastly reduces unwanted model behavior, such as hallucinations," says Enderlein.

During the training process, human language experts provide a constant stream of feedback to teach DeepL models where they went wrong and how to improve. This human-in-the-loop approach helps us incorporate core principles that DeepL believes in: creating a trustworthy, high-quality language AI that respects users' privacy.

As our customers use DeepL AI-powered communication tools, we advise they do the following to mitigate risks. **For high-stakes language** (e.g., a doctor's prescription for a patient, or a legally binding contract), Language AI benefits from human oversight and, in some cases, post-editing. **For lower-risk scenarios** (e.g., an employee sends an email to their manager requesting time off), no human oversight is needed since a mistranslation will not result in major consequences.

Sebastian Enderlein,
CTO, DeepL

"When communicating across cultures, formality and tone can make or break your message. This is where AI could help us make subtle adjustments not just linguistically, but also culturally."

Erin Meyer
Best-selling author of The Culture Map: Breaking Through the Invisible Boundaries of Global Business
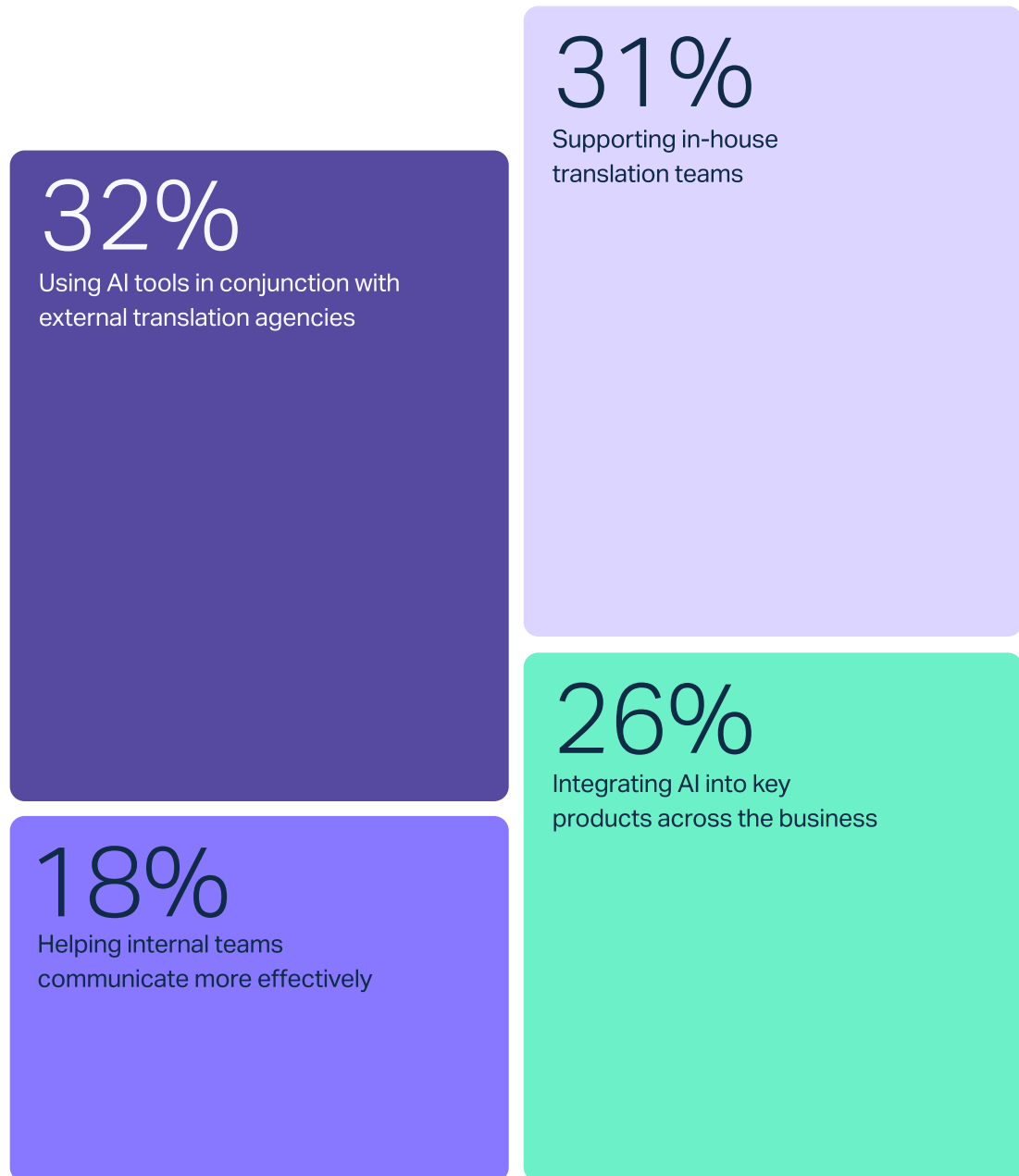
Chapter 4

Language AI solves communication challenges

Amidst the growing demand for value-driving AI solutions, Language AI is proving to be one of the most strategic investments businesses can make.

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AI translation tools

When asked where C-suite and decision makers think AI translation tools can make a difference in global communication, their responses were as follows: [24]

31%
Supporting in-house translation teams

32%
Using AI tools in conjunction with external translation agencies

26%
Integrating AI into key products across the business

18%
Helping internal teams communicate more effectively

Language AI enables:

Leading to:

Language AI enables:	Leading to:
High-quality translations of a vast volume of industry and company-specific documentation	Lower costs and faster time-to-value
Streamlined translation workloads	Reduced reliance on costly translation agencies and less employee time spent on translations
Employees to communicate more clearly and effectively in writing	Fewer misunderstandings and miscommunications, resulting in efficiency and employee satisfaction
Employees to speak with colleagues and customers in their preferred language in virtual meetings and face-to-face interactions	Increased meeting productivity, higher customer and employee satisfaction, fewer delays caused by misunderstandings, and more business opportunities.

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Language AI impacts every part of a business

These tools help organizations better communicate across languages throughout their operations by supercharging translation and communication.

1

Efficiently and effectively reach everyone in their native language.

Essential for empowering employees and connecting with partners and customers around the world, localization reaches everyone where they're most comfortable: in their native language.

2

Streamline communication and collaboration across languages within existing workflows.

Instead of switching between applications, teams can access accurate translations and dynamic writing assistance via seamless integration with the tools and business applications they already use, whether on desktop, mobile, or via an API.

3

Empower marketing to speak customers' language at scale.

Marketing can easily translate advertising materials and rapidly scale campaigns across regions without extensive, manual translation efforts.

4

Drive sales success in every language.

Seamless communication between sales, technical teams, and global prospects—regardless of their technical backgrounds—enhancing the buying experience and driving more sales.

5

Securely translate confidential communications.

Teams in highly regulated industries such as finance, pharmaceuticals, and government can instantly translate confidential documents and even create bilingual and foreign-language contracts in seconds–without in-house translators or outside translation services.

6

Boost customer satisfaction by delivering exceptional, multilingual support.

Organizations can easily translate text associated with queries, responses, and documentation in real time to support global customers via chatbots, emails, and phone calls. They can also instantly translate voice conversations so both support teams and customers can speak in their preferred language. When support teams can handle inquiries in multiple languages and respond consistently across all customer interactions, all team members can better serve customers.

AI solutions that streamline communication

From the start, DeepL has focused on solving communication challenges using AI while ensuring that human language stays human. But that's not all that sets us apart.

With DeepL AI-powered translation, an AI-powered writing assistant, and an API, organizations can streamline communication and collaboration in multilingual environments.

Consistent branding across all communications and languages has been proven to increase revenue by 20% or more and enhance visibility by 3 to 4 times [25]—however, maintaining this consistency can be expensive and complex.

DeepL's glossary tool simplifies this process, enabling companies to create and manage custom translation glossaries. This makes it possible to ensure that specific words or phrases are translated consistently according to the company's unique terminology.

Built on one of the world's most powerful supercomputer clusters, DeepL's Language AI offers the most accurate translations and writing suggestions and a reduced risk of hallucinations and misinformation. With DeepL's advanced features, businesses can simplify workflows, save valuable time, and scale translation and communication without compromising on accuracy and quality.

> "Our supercomputer—Mercury—is powered by over 4,000 NVIDIA GPUs and used by over 120 million people monthly for precise translation and writing. To minimize steel and cement use, Mercury is housed in a planet-first EcoDataCenter constructed using wood beams sourced from rapidly replenishable Swedish forests. The center runs on 100% renewable energy from local hydropower and wind, and even the heat generated by our processors is used by local companies to help power local homes."
>
> **Steve Rotter,**
> **CMO, DeepL**

25 DeepL. "DeepL unveils industry-first Glossary Generator to solve business communication and brand consistency challenges," September 18, 2024.

Real-world success with Language AI

More than 100,000 organizations and governments worldwide have seen first-hand that DeepL Language AI solutions help overcome language barriers.

DMG MORI

Global manufacturing leader DMG MORI, with 12,000 employees across 43 countries, faced challenges maintaining smooth communication with its Japanese parent company. Though English was the official company language, the need for seamless multilingual collaboration was clear.

DMG MORI improves multilingual communication

By adopting Language AI-powered solutions, DMG MORI improved multilingual communication as it securely translated over 800 documents each month —from Japanese business presentations to German technical manuals. This boosted efficiency across the supply chain, enabling departments worldwide to collaborate better and serve customers more effectively.

Panasonic CONNECT

Employees at Panasonic Connect—part of the Panasonic Group, the Japanese multinational electronics company—are using Language AI to bridge language barriers with ease. Shoji Otsubo, Senior Manager and AI Technology Evangelist of the R&D division at Panasonic, highlights two key benefits:

Panasonic Connect communicates confidently across borders

"The speed of translation . . . [and] the translation is as natural as if you were really writing in Japanese." He adds that DeepL Write outshines paid editing services, on average offering 5-6 times more suggestions for improving copy. With clear and fast multilingual communication, Shoji calls the impact "truly breathtaking."

DB BAHN

As Germany's national railway company and the largest railway operator and infrastructure owner in Europe, Deutsche Bahn (DB) relies on more than 320,000 full-time employees, only 64% of whom are based in Germany. A multinational workforce means collaboration across languages is key to Deutsche Bahn's success.

Deutsche Bahn connects a massive, multilingual workforce

Operating in an industry rife with technical terminology, DB couldn't get by with a generic machine translation engine. Instead, it built a DeepL API-powered internal translation platform that delivers best-in-class translation quality and data security. Plus, DeepL provides DB with customizability via its glossary feature—a critical capability that ensures DB's translations use accurate corporate and industry-specific terms.

Read all DeepL customer success stories

DeepL

"In order to communicate with people from other countries, naturally, we have to use English, and it's always urgent. It used to take staff up to half a day to translate a document created in Japanese into English. Now that we are using DeepL, we can do this task very fast."

Shoji Otsubo
Senior Manager,
Panasonic Connect

DeepL

Make a strong case for Language AI adoption

To unlock the full potential of AI, it's essential to take the right approach and choose the right solution and provider.

DeepL

"In terms of humans and AI working together, try to create an organization curious about the topic. Give employees some guidelines or guardrails on what to do and how to do it safely. If your people are curious and have the right support network around them, then it's a matter of trusting them to use AI the right way."[26]

Justin Shields
Director Vodafone Business
Platforms & Solutions (CTO)

26   Raconteur. "AI in business: translating ambitions into action," n.d.

Take the first practical steps to breaking down language barriers

Within the overall AI landscape, Language AI is proving to be a smart, transformative investment for companies of every size across industries.

As they define their strategies around use cases, organizations operating globally can confidently apply Language AI to address their communication challenges.

DeepL's Language AI platform and AI-powered translation and communication solutions enable organizations to communicate effectively across languages, cultures, and markets. By using them, organizations break down language barriers that stand in the way of streamlined operations and business success.
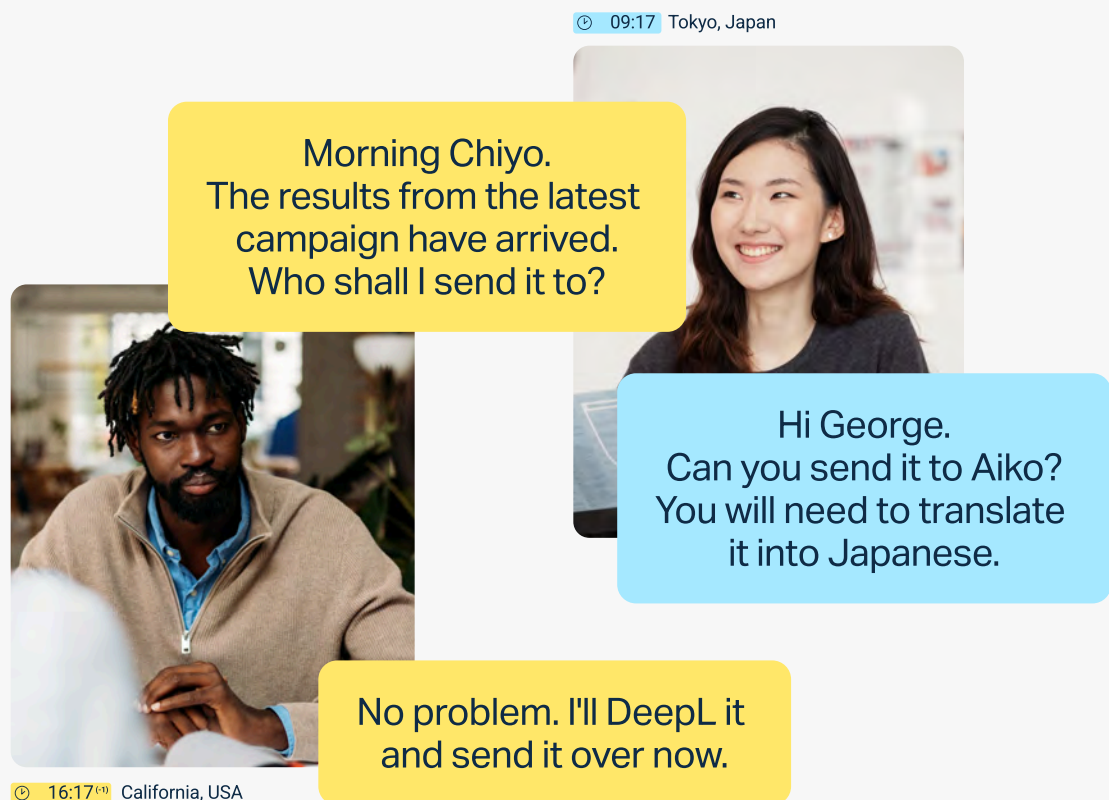
🕐 09:17 Tokyo, Japan

Morning Chiyo.
The results from the latest campaign have arrived.
Who shall I send it to?

Hi George.
Can you send it to Aiko?
You will need to translate it into Japanese.

No problem. I'll DeepL it and send it over now.

🕐 16:17 (-1) California, USA

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A checklist for success

Embrace strategy and governance.
Now's the time to put in place a formal approach to how the organization will leverage AI. This includes:

- Understanding opportunities to use AI to drive business impact and ROI
- Grasping the scope and relevance of AI-related regulations
- Developing a strategy and governance framework
- Educating employees on proper, safe use of AI

Define a future centered on employees
While each organization will choose how to implement AI, the majority see the opportunity to augment employee capabilities by using AI to automate critical, yet routine tasks. In fact, those organizations that use AI strategically will drive unprecedented levels of employee productivity, unleash tremendous creative potential, and improve the employee experience in the process.

> "I think [AI] is making us more efficient, more productive. It's transforming the way we do routine tasks, like drafting documents and PowerPoint presentations, and doing it much more quickly and with a higher quality. This leaves more time for us to add real value for our clients."[27]
>
> **Daniel Lloyd,**
> **Partner, TLT**

Start smart with AI
By first implementing internal use cases followed by external ones, organizations allow everyone to get comfortable with the technology and tools in a safe way. They also gain insight into where the application of AI is likely to make the most impact across the business.

Address data privacy and IP security
Knowing that employees are likely already using unsanctioned AI tools at work, organizations are wise to address such scenarios along with general data-privacy concerns.

Invest in AI skills and preparation
Educate employees on how AI fits into their daily workflow and make them aware of the potential risks associated with the use of unsanctioned tools. This is a prime opportunity to help them excel in the workplace of the future.

Diligently verify AI vendors
Organizations should make sure the provider satisfies both their and their customers' data protection requirements. In addition, they should find out whether the provider ensures an intuitive, seamless user experience without the need for time-consuming training.

Choose the right partner for AI success. For comprehensive guidance and a full checklist of key considerations when evaluating potential partners, check out DeepL's Language AI buyer guide.

27   Raconteur. "AI in business: translating ambitions into action," n.d.

"Our Language AI platform is solving the complex linguistic challenges global companies face today. We're focused on continued growth and innovation to expand our solutions and ensure they remain industry-leading in terms of quality, precision, and security. This will bring us closer to a future where every company, regardless of location, can operate seamlessly on a global scale with our AI."

Jarek Kutylowski,
CEO and Founder
DeepL

DeepL

Trust DeepL to take you forward

With integrations for various platforms and a developer-friendly API, DeepL supports multilingual solutions

More than 100,000 businesses worldwide—and half of the Fortune 500—rely on DeepL to improve cross-border and internal communications, and present a consistent brand worldwide. Companies that get started today with DeepL Language AI solutions can jumpstart their AI strategy with a clear path to measurable ROI.

"DeepL's Language AI is a very practical and secure way to make a first step to implementing AI across the business and gives a very fast time-to-value."

**David Parry-Jones,
Chief Revenue Officer, DeepL**

DeepL outperforms the competition: DeepL's translations need 3x fewer edits than ChatGPT-4 and 2x fewer than Google, saving your company substantial time and effort.*

With DeepL Language AI, global enterprises saved up to €2.8 million over three years by realizing 90% faster translation times and reducing translation workloads by 50%. [28]

Explore DeepL

Enhance global communication with DeepL
Want to harness AI to efficiently overcome language barriers and drive productivity and better connections and collaboration? Explore DeepL.

DeepL's Language AI tools
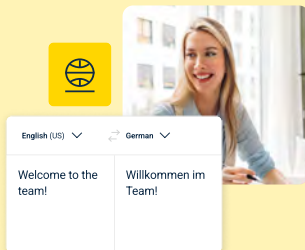
DeepL Translator

DeepL Translator enables businesses to scale globally through best-in-class, context-aware translations. DeepL Translator is the preferred tool of language experts due to its human-sounding quality—outperforming ChatGPT-4, Google, and Microsoft in blind tests (as of 2024).
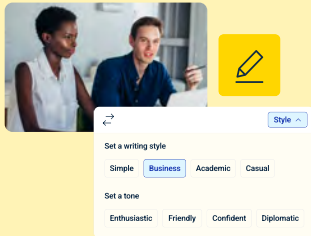
DeepL Write

DeepL Write is a writing assistant that helps improve writing in multiple languages. The nuances of communication can be tricky in a second—or even first—language. Write goes beyond grammar corrections to provide a selection of smart suggestions, alternatives, and style and tone options.
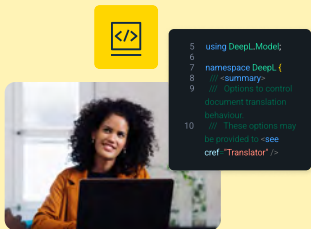
DeepL API

DeepL API enables developers and organizations to integrate the power of DeepL translation directly into their own platforms. It helps teams built multilingual products at scale with easy integration and proven ROI.

DeepL Voice

DeepL Voice simplifies multilingual communication with two solutions:

- Voice for Meetings: delivers real-time, high-quality translations for virtual meetings, supporting multiple languages with live on-screen subtitles for seamless collaboration
- Voice for Conversations: empowers in-person, one-on-one interactions via mobile devices, enabling employees to communicate with others effortlessly in any language.

Appendix A: how to get everyone on board with Language AI

When making the business case for AI-powered translation and communication tools, here's how to win over key stakeholders.

Chief Executive Officer

Focus on how these tools accelerate global expansion by seamlessly bridging communication gaps between employees and with customers worldwide, enhancing both operational efficiency and customer engagement. And don't forget the opportunity cost: what could employees be working on if they weren't bogged down by repetitive, manual translation tasks, and struggling to write effectively?

Chief Information Officer and Chief Technology Officer

Explain that technical teams can enhance the customer experience globally, ensuring seamless communication across diverse linguistic markets while minimizing development time and resources spent on manual translation. Plus, enterprise-grade solutions protect the organization's data, IP, and reputation while minimizing risk.

IT Director/Manager

Share that APIs, browser extensions, app add-ins, and desktop deployment options make it possible to quickly and easily integrate AI-powered translation and localization into the company's environment and workflows. Moreover, SSO support enables secure logins to that environment.

Chief Data Officer

Explain how the vendor addresses data security (such as by not training its models on its customers' data and by deleting customers' content immediately after translation).

Chief Operations Officer

Highlight the opportunity to streamline communications across language barriers, enhancing collaboration and cutting manual translation costs. In addition, certain solutions are proven to deliver measurable bottom-line impact.

Chief Financial Officer

The best solutions positively impact both the bottom and top line. Underscore the ability to reduce the expense of manual translation services and risks related to miscommunication, while unlocking new revenue through faster global market penetration and better customer engagement.

Chief Digital Officer and Director of Innovation/Technology Innovation

Talk about how using AI for language translation catalyzes digital transformation by making a company's digital content more accessible and relevant globally. It boosts employee productivity, enhances customer engagement, and positions companies as leaders in cross-cultural communication. The best solutions make it easy to start using AI company-wide with proven use cases and results.

Chief AI Officer

Demonstrate the bottom-line savings resulting from enhanced productivity and faster translations and localizations, along with the top-line impact of generating more revenue through successful global expansion.

Head of R&D

Explain how valuable these tools are for quickly and accurately translating product documentation and easing communications between teams in different regions.

VP of Engineering

If applicable, emphasize the ease of integrating AI-enabled communication tools into existing products or services via an API.

Appendix B: survey methodology

As a part of DeepL's ongoing effort to analyze industry-specific and regional trends in AI adoption, INFUSE conducted a survey in October 2024 on behalf of DeepL. The research targeted 780 decision makers with senior titles (Head, Director, VP, C-level) in key leadership roles in Marketing, Product, IT, Finance, and more from industries such as retail, manufacturing, professional services, and legal. The participants were located in EMEA and the US.

Respondents answered three multiple-choice questions. The questions gathered insights on the adoption of AI-driven language tools, budget allocation for AI technology, and challenges related to language barriers in business communication.

DeepL

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