

When to Use AI Language Services vs. Human Language Experts.

LSA offers a unique variety of human and AI-powered language services to meet the integral needs of your business.

Each solution — whether human or AI-driven — has its advantages, and understanding them can help you choose the right fit.

Use AI Language Services When:



SPEED AND SCALE ARE CRITICAL

- Projects requiring fast turnarounds
- High volumes of low-impact content (e.g., product descriptions, FAQs, captions)



NEEDS ONLY BASIC UNDERSTANDING

- General internal communications
- Responding to basic customer service inquiries
- Live chats for standard communication

Do Not Use AI Alone When:



ACCURACY IS CRITICAL

- Court proceedings, medical appointments, and post-surgical instructions
- Informed consent in healthcare and legal hearings
- High-stakes business deals



REQUIRES EMOTIONAL INTELLIGENCE

- Mental health appointments
- End-of-life, palliative, or crisis care

Use AI Language Services When:



LOW-RISK, INFORMATIONAL CONTENT

- Marketing drafts
- Social media posts (always with human review)
- Video captions for general low-impact information



REAL-TIME CONVENIENCE

- Real-time interpretation where immediacy is more important than nuance (e.g., check-ins, appointment scheduling)



WHEN COST EFFICIENCY IS A PRIORITY

- You need a scalable, cost-savings option
- Supplementing human services to reduce workload

Do Not Use AI Alone When:



CULTURAL SENSITIVITY MATTERS

- Translation for multicultural marketing
- Localized messaging for targeted communities



COMPLEX TERMINOLOGY IS INVOLVED

- Medical diagnoses or treatment discussions
- Technical, legal, or scientific documentation
- High-level court proceedings.



YOU MUST COMPLY WITH REGULATIONS

- ADA, HIPAA, Title VI, or other language access laws
- Court-certified interpretation or notarized translation

LSA also provides a range of hybrid Human-AI interpretation and translation solutions.

CONTACT US TODAY!