



AI-Driven Technologies and Workflows at AUTODOC

With a special emphasis on the importance of humans



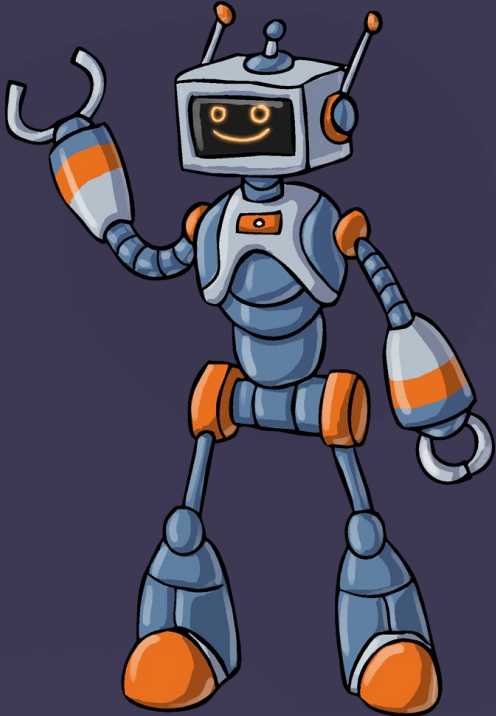


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OTTO



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The Content and Translation Department at AUTODOC



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The Content and Translation Department at AUTODOC

- AUTODOC is an online retailer for car parts and accessories that sells products to 7.4 million customers in 27 European countries
- We have around 5000 employees across locations in 10 different countries
- The department proofreads, translates, or creates content in 24 languages
- Content we create comes in the form of:
 - Marketing material
 - Product descriptions
 - Copywriting



Introducing AI to the Process



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Introducing AI to the Process

AUTODOC formally introduced AI to the C&T Dept. in May 2023. What followed were several tests as to how ChatGPT could be implemented to increase productivity, including, but not limited to:

- Comparing AI to traditional machine translation tools (ChatGPT vs. DeepL)
- Mass generation of product descriptions
- Generation of copy for blog articles, link building, etc.

Introducing AI to the Process

Comparing ChatGPT and DeepL

We evaluated two sets of written instructions, translating them via ChatGPT and DeepL into 19 different languages, and then generated LQA reports for the results via MemoQ.



Comparing ChatGPT and DeepL

Introducing AI to the Process

1

Comparing LQA Scores

DeepL was better based on an average of the LQA scores and (likely because of our Translation Memories) was better at getting terminology right.

2

Human Evaluation

ChatGPT was usually better at mimicking human writing than DeepL. However, the languages differed heavily in this regard, with “larger” languages faring better than smaller ones.

3

Failure to meet Standards

Both DeepL (0.87) and ChatGPT (0.80) fell well below our high standard (0.98), showing that we continue to require human language specialists to ensure quality.

Mass Generation of Product Descriptions

Introducing AI to the Process

1

High Volume

We were able to generate up to 200 product descriptions per batch.

2

Quick Generation

We were able to generate product descriptions at a rate of 100 per 50 minutes, considerably faster than a human writing them would be able to.

3

Prompt Templates

One prompt template with replaceable variables could be used for up to 200 product descriptions.

Mass Generation of Product Descriptions

Introducing AI to the Process

1

Quality

The generated product descriptions were of varying and often low quality within each batch.

2

Terminology

Wrong terms would often be used due to ambiguous terminology or errors in the source material that a human would likely catch.

3

Similarity

Many texts within a batch would end up reading too similarly.

4

Evaluation

Evaluating and fact-checking a product description often took longer than simply writing one from scratch.

Introducing AI to the Process

Hybrid Copywriting of Articles

AUTODOC uses different types of articles to generate traffic. Incorporating generative AI has helped speed up the copywriting process for our content team.



Hybrid Copywriting of Articles

Introducing AI to the Process

1

Increased Productivity

Generative AI can take over certain parts of the copywriting process, in particular generating an outline or text that can then be customized.

Fact-checking and editing a generated text removes the brainstorming and research phases of copywriting.

2

Efficiency and Time Savings

Copywriters were able to handle a higher volume of texts with the incorporation of hybrid copywriting, reducing the turnaround time for a text by a significant amount (40 vs. 100 min).

3

Enhanced Creativity

Generative AI can take over various repetitive tasks (building lists, following a format, inserting keywords) thus giving the human copywriter more time and energy to focus on the creative aspect of copywriting.

The Human Touch



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Limitations of AI

Generative AI has a number of limitations that make it a tool rather than a replacement:

- It tries to predict what you want it to say
- It is still prone to hallucinations
- It's by its core nature derivative
- LLMs are limited by what they are trained on; AI understands smaller languages worse than larger ones
- ChatGPT in particular is prone to tantrums where it refuses to do what you tell it to do or it ignores parts of your prompt

Proofreading remains key

Human proofreading remains essential for ensuring quality:

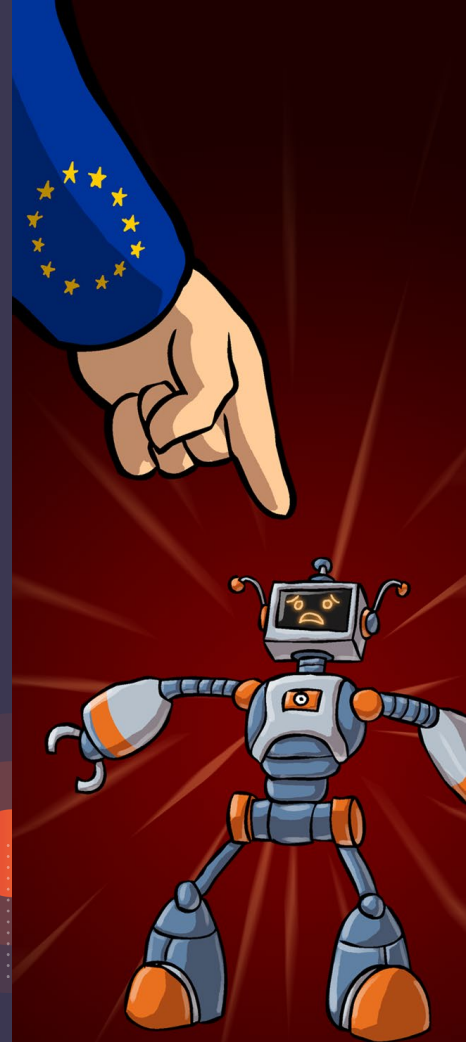
- AI doesn't understand cultural nuances, especially non-American ones
- AI is not good at being factually correct, but very good at sounding like it knows what it is talking about
- AI can't evaluate the validity of a source to confirm claims on its own
- AI can generate perfectly adequate articles, but you can't rely on it to do so



The long arm of the law

Regulation of AI is coming. Here's a few things to keep in mind:

- AI generated content will require labeling as per the EU AI Act
- AI generated content without the substantial involvement of human input is unlikely to be protected by copyright
- Google and other search engines are facing a flood of AI generated content by unscrupulous actors and must react in some way to keep their services useful





Thank you!

Any questions?

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