

Which localisation approach should you use?

A practical guide for learning agencies delivering across markets

Localisation is not one-size-fits-all. Different types of content can be approached in different ways, depending on factors like budget, timelines, and how important that content is to the overall learning experience.

From more AI-led approaches through to fully human input, there's a range of options available. This guide outlines where each tends to fit best, and how they can be used across a programme.

How to use this guide: This guide can help you have clearer, more confident conversations with your clients, explore different ways of delivering a project, and find the right balance between quality, cost and timelines.

THREE LEVELS OF LOCALISATION

 LEVEL 1: AI-LED Machine translation with automated post-editing (MTAP)	Best suited to: - High-volume, low-risk content - Internal communications - Reference materials - Simple knowledge checks - Supporting learning materials	How it works: - Uses AI to translate quickly at scale - Applies automated post-editing to improve consistency and clarity	Strengths: - Fast and scalable - Cost-efficient - Consistent terminology	Consider: - Tone may feel less natural - Not suitable for high-impact, high-profile learning
 LEVEL 2: MTPE AI-led machine translation with human post-editing	Best suited to: - Most learning content - Onboarding programmes - Product or process training - Soft skills content - Core learning modules	How it works: - AI handles the initial translation - A qualified linguist refines for accuracy, tone, clarity, and instructional effectiveness	Strengths: - Strong balance of quality, speed and cost - Human oversight where it matters - Scalable across programmes	Consider: - Still requires the right level of review - Not ideal for highly sensitive, creative or critical content
 LEVEL 3: HUMAN Fully human translation, no AI	Best suited to: - Compliance and regulatory training - Safety-critical content - Assessed or certified programmes - Brand-sensitive, highly creative or high-visibility content	How it works: - Expert linguists translate from scratch - Focus on precision, nuance and cultural accuracy	Strengths: - Highest level of quality and control - Ensures clarity in high-risk situations - Protects brand and learner outcomes	Consider: - Slower and more resource-intensive - Not always necessary for all content

Key takeaway

Without a clear framework, localisation decisions tend to default to extremes; either everything goes high-touch and costs balloon, or everything goes through AI and risk shows up where it matters most.

A structured, hybrid approach lets you scope more confidently, justify decisions to clients, balance quality, speed and cost, and stay in control of delivery.

✦ **If it's helpful to sense-check which level of localisation fits different parts of a programme, we're always happy to take a quick look, especially at the scoping stage.**