

# GlobalLogic

A Hitachi Group Company

## Improving **AI Accuracy & Trust** in Search Through Human-in-the-Loop Intelligence

A global leader in search partnered with GlobalLogic to improve the accuracy and relevance of its AI-powered search experience.

Through human-in-the-loop validation and content engineering, GlobalLogic enhanced how the model interprets, grounds, and presents information – **significantly improving the factuality and quality** of AI-generated results.

# 20+

languages

# 600+

experts



## Context

A global leader in internet search is advancing its AI-powered search experience to deliver more personalized, context-aware results while maintaining high standards for accuracy and relevance.

## Our Role

GlobalLogic provided human-in-the-loop validation and content engineering to improve AI model performance. The team supported conversational data workflows, attribution, multi-turn interactions, and content grounding – enhancing how the model interprets and presents information across web and video.

## Impact

**Highest alignment** across vendors based on CAI validation

Improved **factual accuracy and grounding** of AI-generated results

More **relevant, context-aware** responses across search experiences

**Key  
Capabilities  
Enhanced**

**Conversational AI** ■ Factual Accuracy ■ Query Expansion ■ Contextual Relevance ■ **Human-in-the-Loop Validation** ■ Multi-turn Reasoning ■ Attribution & Citations ■ Video Understanding ■ **Content Grounding** ■ Cultural Sensitivity

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