

# Customer Spotlight: Video Survey Software Provider

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## In a Nutshell

Brands are now utilizing video survey technology to better understand customers and their needs. **Verbit is partnering with a leading video survey software provider to offer them quick and accurate transcription, which is saving their team roughly 2.5 hours a day on formerly manual tasks.** Verbit's transcriptions are being used as the source for text analysis of the video survey results the company gathers for their customers. In June, the company embedded Verbit in their platform as the main source for English transcriptions. These full transcripts are provided to every customer to help them spot keywords, highlight user sentiments and showcase product adoption. Brands are now able to get accurate customer insights they need and act on them faster than ever before, since there is no longer a backlog of transcription work.

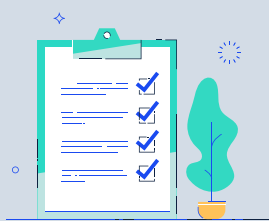
**“With our previous provider, I had to spend between 2-5 hours a week managing... I had to identify any quality issues myself. [With Verbit] that’s gone from 2-5 hours a week to 5 minutes. It’s made a massive difference.”**

**- Technical Support Lead, Enterprise Client**

## The Challenge

The company was encountering significant backlogs of work and unfinished transcripts. They were utilizing different vendors for the transcription and the Q/A was failing consistently. Employees became transcribers and were spending 2-3 days at a time transcribing manually. Additionally, they were encountering quality issues, such as incorrect brand names

in a critical pilot project, which required the involvement of the project management team and others to appease clients. The company needed a more reliable solution that they and their customers could trust to provide accurate transcription within hours. They also needed a tool that could scale to support a large amount of video volume.



Many companies find it difficult to understand their customers and their evolving needs. This company's survey software enables clients, such as Clorox, Shell and Anheuser-Busch, to conduct video-based surveys within minutes. With thousands of minutes of media content captured every day, brands worldwide are utilizing these customer-recorded videos as a source of truth that creates understanding, empathy and connection with customers.

## The Solution

Verbit provided them with an automated process built on its automatic speech recognition technology, which is then edited by professional transcribers. Verbit built out an operations process to help them scale with a clear timeline for transcription to meet quality needs and SLA.

### Verbit offered:

- **Accuracy:** Accurate English and Spanish transcripts with quality that company stakeholders and their brand name customers could trust
- **Automation:** An API to remove 2.5 hours of daily manual tasks and ease the process of transcribing thousands of survey videos, including support for projects in foreign languages
- **Increased customer satisfaction & revenue:** Ability to provide insights to their customers more quickly, helping their sales team increase company revenue from existing customers
- **Customization & guidance:** A dedicated team to provide honest and open communication and address unique needs

**“The more languages that I can handover to [Verbit] the better. It’s just so much less work. Even languages that we’re sending to other providers now are taking a lot of work, with SLAs and with quality, and I don’t have that now with Spanish and English. I am confident that [with Verbit] they’ll be fine. I don’t even need to look anymore really, which I do to keep track, but I’m not having to spend hours.”**

**-Technical Support Lead, Enterprise Client**

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## The Results

### ✓ Helpful Capabilities & Support

“When there are transcript keywords there are far less inaudible tags. From my point of view, things are just running smoothly [with Verbit]. The more languages we can start moving over to you, the better because it’s so much easier on support.”

### ✓ Increased Production Efficiency

“We used to have backlogs of about 1,000 unfinished transcripts, so I’d have to spend two days being a transcriber. We used to have to transcribe and sit there transcribing 2-3 days at a time to make sure we had the work, so that’s how core [transcription] is to us. This solution [by Verbit] has taken it all off my hands.”

### ✓ Top Quality Transcripts

“Quality issues [prior to using Verbit] affected everybody because customers would notice, and

customer success, sales, operations [would need to be involved], so when there were issues they were big issues, such as when brand names weren’t correct throughout a pilot project [where quality needed to be on point] and the SLAs. This is important for brand names, and brand names and concept names are our bread and butter.”

### ✓ A Trusted Partner

“Everything has been very honest from day one and very open, so not having some functionality in place, but looking into it with dev team or even talking about pricing, it was all very open. There were no hidden agendas. It’s unusual, especially because I’ve been through it with so many different suppliers running tests. This has been a refreshing experience.”

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