

## Customer Story



### Company:

Breast Cancer Network of Australia



### Industry:

Non-profit organization



### Use Case:

Podcast and video production



### Team size:

60

## Main Takeaway

Thanks to Trint's automatic transcription, the BCNA transformed how it delivers audiovisual content to members. By eliminating manual work, Trint accelerates time to publish by up to 5 hours per piece. At the same time, the extra accessibility from transcripts and subtitles gives members a better way to find, follow and engage with the content they care about.

# Transforming how health content is delivered, consumed and understood

## The challenge of spreading the word

As the leading support organization for Australians affected by breast cancer diagnosis, the Breast Cancer Network of Australia (BCNA) is dedicated to disseminating critical health information. To spread the word the BCNA produces podcasts, videos and webcasts. However, members started asking for video subtitles and transcripts to better digest this information, which put pressure on production workflows.

## Accessibility and speed, hand-in-hand

To meet member needs for accessible content, the BCNA turned to volunteers to help manually transcribe each new piece, which added unnecessary complexity to production and delayed breast cancer patients access to important health information. The BCNA needed a solution and turned to Trint. With easy-to-navigate user experience and highly accurate A.I., Trint made producing and sharing content simpler.



Manual transcription was taking around 4-5 hours per item on average.

Trint can do that - and with more accuracy - in less than 20 minutes.



Andrew Ellis, Communications & Content Specialist @ BCNA

When a piece is ready, Trint quickly transcribes the content. Producers can then edit the transcript, and grab the polished .srt file which directly embeds subtitles into videos. The full transcript can easily be downloaded from Trint to enrich the video, podcasts or webcasts. BCNA members give these extra layers of accessibility a "resounding thumbs-up." With Trint's help, the BCNA is getting vital information to the right people, faster.

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