

Customer Story



Organization:

Christian
Science Monitor



Industry:

Journalism



Use Case:

Journalism
and video
production



Team size:

40

Main Takeway

For most stories it can take around eight hours to transcribe the typical five interviews. With Trint's 95% transcription accuracy, reporters are liberated from the most tedious part of their job and can start digesting the story immediately.

Using Trint improved workflows, increased efficiency and enabled the Monitor news teams to work faster and work smarter.

Revolutionizing journalism to break the story faster

Nailing interviews and the pain of manual transcription

From political debate to cultural features, The Christian Science Monitor offers independent coverage of global events with an eye for humanity, hope and the search for ways forward. Interviews are at the heart of stories for The Monitor, whether it's the lead story, feature article or podcasts.

But simultaneously taking notes, absorbing information and engaging the subject is difficult at the best of times. Recording interviews enabled journalists to focus, but that was only half the solution. Faced with 8-12 hours of interviews from the field left reporters trawling through scribbles and going over recordings to pull quotes. Manual transcription was riddled with inefficiencies and painfully slow.



Even a 20-minute interview takes up to two hours to manually transcribe and with 3-5 interviews per story, Trint is a huge timesaver.



Harry Bruinius, New York Chief Bureau, Christian Science Monitor

Instant access to the moments that matter

The Monitor needed a solution to quickly transcribe interviews and one that didn't compromise on accuracy. Using Trint's A.I. software meant transcripts were ready in minutes not weeks and translations were instant. Eliminating the time and effort of manual transcription "changed the team's work life."

Organizing themes and highlighting important sections was simple in the Trint Editor. Watching the recording and seeing the transcript unfold was "perfect" - reporters could lift quotes right out of the transcript to build the story.