



Organization:

The First Church of Christ, Scientist



Industry:

Religious organization



Use Case:

Video production



Team size:

40

Unlost in translation: accelerating content production with autonomous workflows

The **challenge** of unlocking foreign language content

Founded in America, The First Church of Christ, Scientist has a global membership. But with much of its information and literature in English, the Church was on a mission to be more inclusive and engage with all its members and wider public across the world.



Using Trint has **enabled us** as non-Spanish speakers to edit Spanish videos and content, which we've never been able to do before.



Morgan Anderson - Senior Producer

Broadcast & Multimedia Production Services, The First Church of Christ, Scientist

While creating and updating videos, learning resources and podcasts, the Production team often interviews members from around the world, frequently in their native languages.

Transcribing these non-English interviews only increases the complexity of the team's work, making it difficult to create and produce content without being able to understand what's been said.

Without a dedicated team of translators at their service, the Production team faced a choice: either hire external translators or find a technological solution to their transcription and translation needs.

Liberating the team

Using Trint meant transcripts were ready in half the time and translations were instant. For the first time ever, the Production team can now work autonomously on foreign language projects, because they understand the gist of what was said.

They're now able to navigate the transcript, find key quotes and pick out selects for the final cut, ready for the translation team to perfect for subtitling. Before Trint, the translation team had to manually transcribe up to ten hours of recordings.

Now, all they need to do is review 30 minute clips with the full transcript. The result? Teams liberated from never-ending, laborious workloads.



Trint is definitely one of those tools that's allowed me to operate independently.

Morgan Anderson - Senior Producer
Broadcast & Multimedia Production Services, The First Church of Christ, Scientist



Main take away

With Translation breaking down the language barrier, not only was production sped up, but it enabled the Church's Production team to complete work that "otherwise would never see the light of day."

Teams were empowered to work independently and output increased as barriers were lifted. Removing the cost of expensive translators and freeing up the Church's Production team's time allowed the team to refocus efforts and resources to tell great stories, faster.

Empowering the team to work independently, Trint saved hours of time. Streamlining workflows and eliminating hurdles enabled the Church to fulfil its mission to connect and engage with its community of followers.

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