

The challenge of spreading the word

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 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 INSERT SURNAME, INSERT ROLE / TITLE @ CSM



Main take away

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.

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