



Customer Story



Organization:
Workiva



Industry:
Reporting and compliance



Use Case:
Customer stories



Team size:
40

How the Workiva content team produces and repurposes content faster than ever

Telling customer stories, efficiently

People care about stories. Customer experience matters over a list of features and who better to share them than your own customers? Customer stories offer prospects a quick and digestible overview of your organization's unique offering. A mantra shared by Workiva, the company that simplifies complex work for finance, accounting and risk professionals with its connected reporting and compliance platform.



Originally we were sold on the transcription quality, but now that we're using Trint, we've discovered all the different collaboration tools you can use within it.

Catherine Tsai -Senior Content Marketing Specialist
Workiva



Content teams are under a ton of pressure to produce more content quickly and customer stories are no exception. But when a one-hour customer interview takes up to six hours to manually transcribe, meeting that pressure becomes even more challenging.

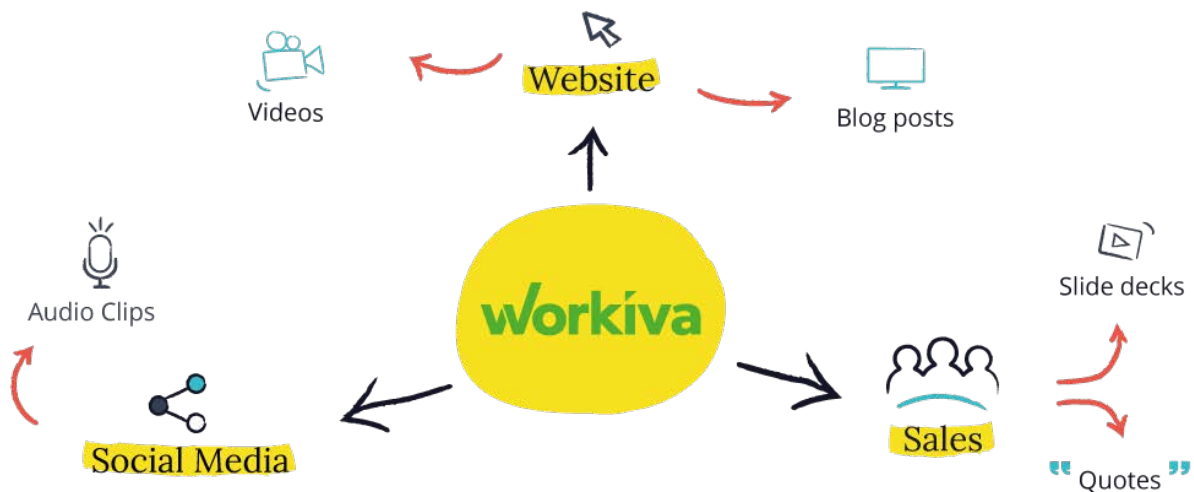
Getting to the first draft fast is essential to give customers time for a careful review before signing off, which meant working on it before the transcript was complete. Not having the customer quotes to support the narrative at hand meant having to relisten to the recording, going back and forth to find and pull the exact quote. Plus, the pressure for a speedy turnaround also meant putting ongoing work and projects on hold.



Accelerating content creation with speedy workflows

Trint transcribes hour long interviews in less than 25 minutes, so with the transcript taken care of, interviewers can now focus on the conversation, confident that the key quotes are being captured. Using Trint enables the team to be more present, engage with the customer and draw out major themes.

The content marketing and customer equity teams can now work together to view, edit and share transcripts, find and pull key quotes and finalize themes for messaging. With the content captured and easily accessible, Workiva can now easily repurpose content into blogs, social media posts and videos. Captioning content is faster than ever now the video team is no longer manually transcribing. With Trint's time-coded caption files, editors can focus on the creative and editorial process, seamlessly creating slick videos that tell the story.



Main take away

Manually transcribing, finding key moments and polishing the transcript took up to six hours per interview. With Trint, Workiva does it in half the time, creating tighter workflows and faster turnarounds. And with shareable transcripts, everyone that needs to be involved has visibility from the start.

Fast transcripts mean faster stories, so getting drafts to customers quickly enabled the team to get back to other critical work with minimal disruption.

With Trint, Workiva can now get more from their content, making it easier and faster for their marketing and content teams to work together, repurpose content and meet demand to produce more.

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