

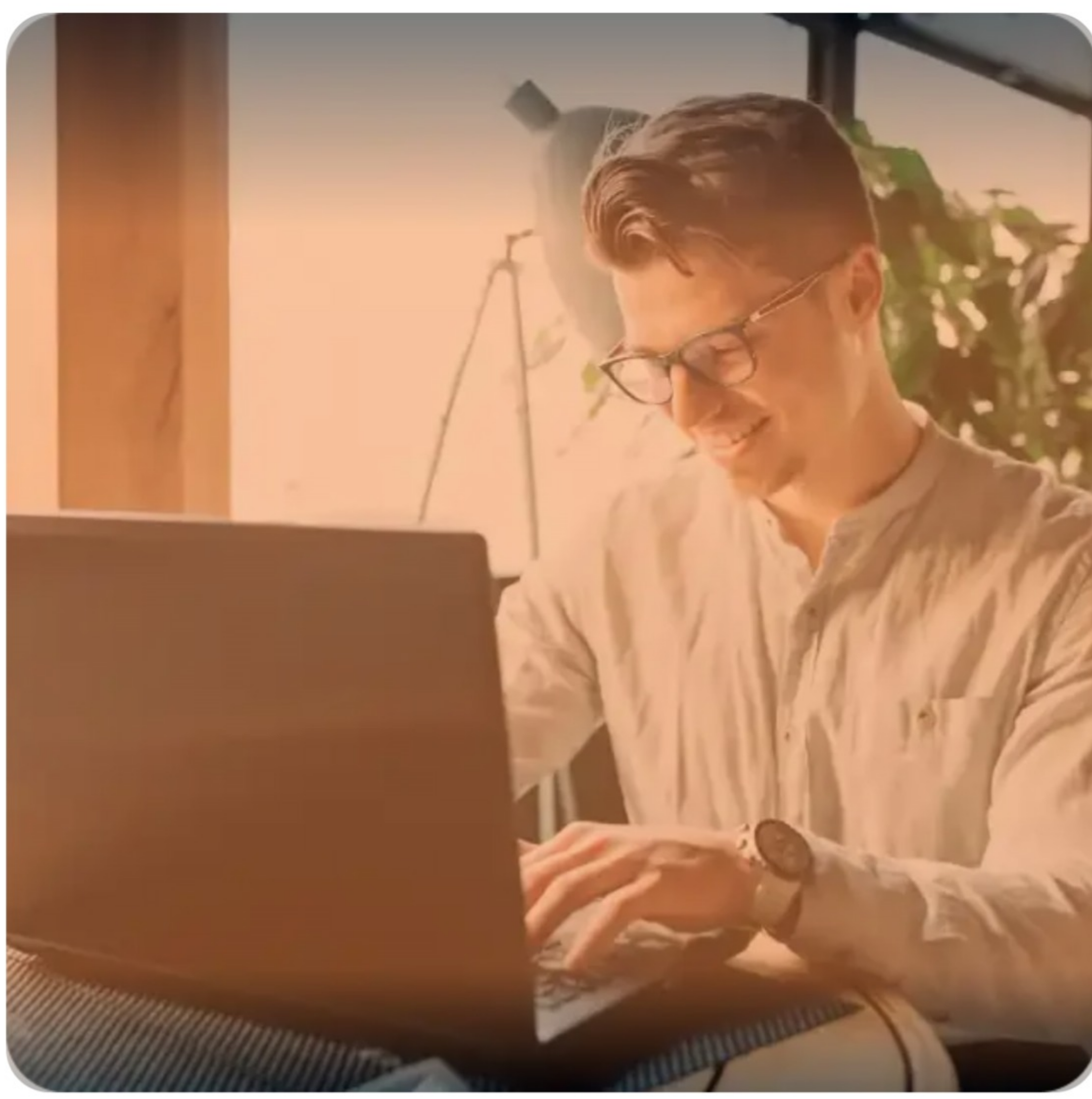
Transbridge Transcription Services: Transcribe your Voice Amplify your Message

You made the right decision of investing in creating quality audio/video content, boosting target audience engagement.

Now, Are you ready to repurpose your content, maximize your Search Engine Optimization (SEO), and increase your ROI?

With the continuous digital transformation across industries, the production of audio and video content has skyrocketed, leading to a greater need for reliable transcription services to convert audiovisual content into text for efficient documentation, thorough analysis, and enhanced accessibility.

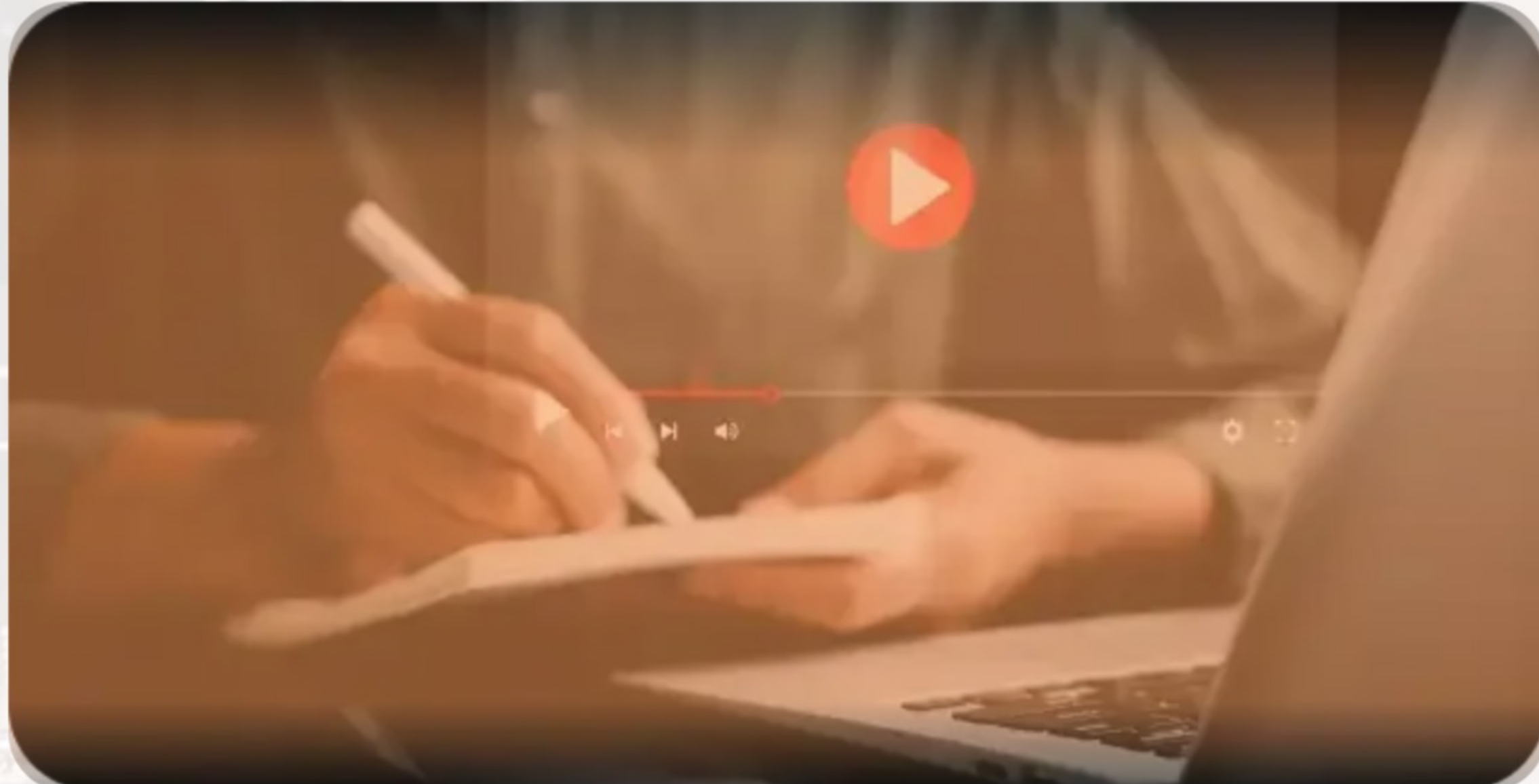
Backed by a large talent pool of native-speaking transcriptionists whose subject-matter expertise spans a vast array of industries, leveraging cutting-edge technology, and implementing a stringent quality assurance process, Transbridge provides unparalleled-quality transcription services in 200+ languages, delivering utmost accuracy on time and on-budget.



All you Need to Know about Transcription Services

Transcription Services Meaning: What is transcription?

Transcription is the process of converting spoken language in audios/videos into written text. It can be requested as a standalone service or serve as an initial step in the process of translation, subtitling, dubbing and voiceover.



Who needs transcription services?

Transcription represents a cost-effective solution for a wide variety of industries, offering a plethora of benefits including effective documentation, accessibility to content by the deaf or hard-of-hearing, legal compliance, repurposing marketing audiovisual content into blogs or articles, and boosting SEO.

Transcription for Business and Marketing: Businesses take advantage of transcription services in a variety of situations, such as transcribing meetings for easier follow-up and effective decision-making, job interviews and customer calls for providing actionable insights for recruitment and customer service, and business presentations for sharing detailed information with stakeholders. With video content accounting for over 82% of all internet traffic, 85% of businesses using videos as a marketing tool, and 68% of consumers preferring to learn about a new product or service by watching a video, the use of audio and video in marketing has been on the rise.

Why transcribe your marketing videos, podcasts, or customer feedback sessions?



Repurpose your marketing material

creating content for blogs, articles, social media captions, etc., allowing for multichannel marketing.



Enhance SEO

Transcriptions of audio or video content include keywords relevant to your target audience; through embedding these keywords in your website, video descriptions, or blog posts, you improve search engine visibility, attract organic traffic, and enhance SEO performance.



Maximize Your Global Reach

Using transcription translation services, transcripts of audio and video content can be translated and culturally adapted to reach your global audience, optimizing ROI.



Make Data-Driven Decisions

Transcribing promotional material and competitors' audio and video content provides key insights for competitive analysis and tracking the success of your marketing campaigns, allowing you to make informed decisions and stay ahead of the competition.



Transcription for Legal Services:

Be it the proceedings of a court hearing, witness statements, or depositions, accurate, word-for-word transcription is essential for proper documentation, case preparation, and gathering evidence.



Transcription for Healthcare

Transcribing patient consultations, medical research interviews, or health emergency calls is vital for maintaining accurate, accessible documentation of medical reports, facilitating patient care, and ensuring compliance with regulatory requirements.



Transcription for Academic Research

Academic researchers utilize transcription services to convert recorded interviews, focus groups, lectures, and other audio/video material required for research projects, allowing for reliable and thorough data analysis and maintaining accurate records of research findings.



Transcription for Conferences

Transcriptions of conference presentations, speeches, and discussions amplify the impact of your conference way beyond the event itself: Conference transcripts help event organizers and speakers share accessible and indexed written content that serves as a reference for review and analysis not only for conference attendees but also for a broader audience, allowing for equal access of knowledge, conducting qualitative analysis by researchers, and repurposing content into articles, white papers, or social media content.



Transcription for Education and E-learning

Whether it is a webinar, a lecture, a tutorial, or an online session, transcribing educational content into written text facilitates the learning process by offering the benefits of searchability—learners can easily search specific information/topics—inclusivity of different learning styles and learners who are deaf or hard-of-hearing, and better comprehension especially for learners who are non-proficient in the language spoken.

What are the types of transcription services that Transbridge offers?



Verbatim Transcription

A verbatim transcript depicts the audio/video exactly as it is, where not only words but also every detail of a recording is transcribed into written text, including non-speech audio elements (fillers, pauses, foghorns), grammatical errors, repeated words, etc. Verbatim transcriptions are widely used in legal and healthcare settings.



Non-Verbatim Transcription

Non-verbatim transcripts convey only the main ideas of an audio/video recording, which usually involves editing to exclude unnecessary audio elements like sound effects, pauses or stammers. Non-verbatim transcripts can be used in educational settings such as lectures and webinars or in business situations like meetings.



Multilingual Transcription

Multilingual transcripts involve transcribing content that is spoken in multiple languages. This is usually used in conference transcriptions or other multilingual events. Transbridge has a wide experience in supporting conferences through end-to-end services including simultaneous and consecutive interpretation, transcription, and transcription translation services, fostering global collaboration and knowledge exchange across linguistic barriers.



Transcription Translation Services

This entails not only translating content but also translating it into a target language, which can be used for subtitling, voiceover, or dubbing, providing accessible content across language and cultural barriers.

The Transbridge Edge

01 Precise

With a wide network of native-speaking transcriptionists possessing extraordinary listening skills and exceptional attention to detail, at Transbridge, we make sure the...

02 All-Inclusive

Transbridge offers comprehensive, scalable transcription solutions in 200+ languages spanning Middle-Eastern, European, African, and Asian languages,...

03 Fast

Concerned that your high-volume recordings are of poor audio quality or include background noise, different, heavy accents, and overlapping speech, which might...

04 Secure

Be it a court hearing, a medical research interview, or marketing videos, your audio/video content can include sensitive information that needs to be thoroughly...

FAQs

How much do transcription services cost?

A lot of factors contribute in setting the cost of transcription services, including the type of transcription required, the audio quality, the volume of recordings, the number of speakers and the languages spoken. Transbridge offers cost-effective transcription solutions, transparently communicating costs with our clients and tailoring our transcription services to fit your needs and budget.

Why should I use professional transcription services?

Although there are options of free transcription software or even hiring non-professionals to transcribe your audio/video, these options usually result in low-quality transcripts that might include a lot of errors especially when complex, industry-specific terminology is used or different accents or dialects are spoken. Additionally, this might compromise your data privacy. If you need high-quality transcripts while protecting your data, consider partnering with professional transcription service providers.