
Audio Capture (Transcription) Services

Business Overview

Industry research indicates that researchers & survey participants are showing a growing preference for multi-media enabled surveys. Competitive advantage lies with firms that can turn around research & analysis faster than others, with high quality. However, most researchers have to depend on freelancers or transcription houses for their transcription needs. Freelancers though quite economical, do not provide reliability, scalability or quality-checked outputs. Traditional transcription houses too largely depend on freelancers & in many cases are specialized in narrow niches like medical transcription or legal transcription.

The industry needs service providers that specialize in providing high quality transcription services with qualified transcriptionists trained to follow global best practices in dealing with research information, capable of providing high quality output with a rapid turn-around.

Datamatics has partnered with several of world's leading research firms helping them deliver high quality research with faster turn-around, enabled by Next-Generation technology solutions.

Datamatics' Next-Generation Solution

- Integrated transcription workflow with real-time MIS eliminates the need for manual intervention in file handling & transfer. This improves the speed & reduces the risk of file mis-management. The workflow also has built-in optional sequential process of response coding
- Next-Generation technology called TAG-CLOUD, offers selective filtering of content from the transcribed document & preparing a formatted report in a matter of few seconds which enhances the analyst's ability to prepare a framework for first-level content analysis

Datamatics' Transcription Workflow



Datamatics' Offerings

English language transcription in American, British, Australian, Western European, Far East Asian accents, major European languages (Spanish, French, German and Italian) & Arabic, across a range of media and content types listed below.

Level of Transcription	<ul style="list-style-type: none">▪ Verbatim (Intelligent Verbatim & Edited Verbatim)▪ Real-time▪ Abbreviated
Recorded Telephonic (CATI) & Audio/Video (A/V) Formats	<ul style="list-style-type: none">▪ Audio Digital: WMA, MP3, WAV▪ Video Digital: WMV, AVI, MPEG 1/2/3/4▪ Audio cassettes, CDs & DVDs
Types of content	<ul style="list-style-type: none">▪ Individual & Group Recordings (Focus groups, Diads, Triads, etc.)▪ Direct response television infomercials & advertising testing▪ Ethnographic video transcription

Datamatics' Advantage

PROVEN TRACK RECORD <ul style="list-style-type: none">- Experience of working with some of the largest research firms, globally	DOMAIN EXPERTISE <ul style="list-style-type: none">- Transcription team with vast experience in market research- Membership with MRA, CASRO, ESOMAR MRSI- Professional training on accents, speech patterns, dialects & research processes- 3-tier quality process for high accuracy & continuous improvement	PLATFORM <ul style="list-style-type: none">- Multiple platforms supported- Robust FTP & file tracking system with intelligent workflow management tools- Multiple redundant & highly secure servers for data security- Audio-visual equipments that meet international standards of quality for transcription work
--	---	--

Success Story

One of world's largest market research providers was running a three year customer satisfaction program with over 2 million interviews per year (6000+ per day), for an automotive company. 100% of recorded CATI interviews with multiple accents had to be transcribed & coded with very high quality of output with a limited TAT (12 hours) & stringent 95% + quality SLAs at transcription level. Hot alert TAT of 22 mins after the respondent interview was also required.

Datamatics integrated different processes using cutting-edge technology, & deployed an intelligent workflow for continuous processing of large number of files; which downloaded & distributed files to transcribers. Web-enabled coding software that could take transcription text as input with the ability to track hourly productivity was also developed. The solution enabled simultaneous proof-reading & coding, & also continuous & automatic upload of outputs.

The intelligent solution provided by Datamatics reduced resource requirement by 35%, enabled 40% savings on licensing/transaction cost & delivered an estimated savings of \$630,000 to the client.

Associated Services

- Research Data Processing & Analytics
- Questionnaire Digitization & Capture
- Online Survey Enablement

- Open-ended Coding
- Presentation & Report Writing
- End-to-End Research Project Management

Contact

India

Knowledge Center, Plot No.58
Street No.17, MIDC, Andheri (East)
Mumbai – 400 093
Tel +91 (22) 6102 0000-09
Fax +91 (22) 2834 3669

USA

Suite #100
510 Thornall Street, Metropark
Edison, NJ – 08837
Tel: +1 (888) 772 5532
Fax: +1 (732) 635 0600

UK

268 Bath Road,
Slough, Berkshire
SL1 4DX
Tel: +44 (0) 1753 7011683

Dubai

Premises: 2917, Floor: 29
Building: Al Shatha Tower
PO Box: 17176
Tel: +971 (4) 362 4568
Fax: +971 (4) 362 4568