



## CUSTOMER SPOTLIGHT

### Brigham Young University-Idaho



#### In a Nutshell

Brigham Young University-Idaho (BYU-Idaho) was facing major challenges in meeting the needs of deaf and hard of hearing students. Their lack of in-house resources, along with a high demand for services and an ever-growing backlog of inaccessible content drove them to search for a transcription and captioning solution.

“ We chose Verbit because, out of the multitude of companies on the market, they were a perfect fit for us. We stay with Verbit because the people are fantastic. The customer service has been incredible. The turnaround time, the accuracy, the editing time - all of those things are truly best-in-class. ”



Valerie Sturm, BYU-Idaho Coordinator of Services for the Deaf and Hard of Hearing

#### The Challenges

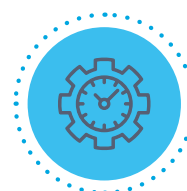
BYU-Idaho was facing a number of issues that prevented them from meeting the needs of students that depended on text-based audio and visual content.



Lack of Resources



Growing Backlog



Low Efficiency



# The Solution



Cutting-edge automatic speech recognition engine



Seamless integration to Kaltura and Canvas, BYU-Idaho's media hosting and LMS platforms



Network of highly qualified professional human transcribers

## The Results

BYU-Idaho needed a transcription service that would quickly handle their heavy backlog with a high level of accuracy, for a competitive price. With Verbit, BYU-Idaho:

### Accelerated Turnaround

Speedy service was essential for BYU-Idaho to quickly process their massive accumulation of inaccessible content and handle new requests that were coming in.

**"With Verbit, we saw a marked improvement in turnaround time! Our previous lead time of weeks, or even months, was trimmed to one week or less, and files were often returned to us in under 24 hours"**

### Achieved Greater Accuracy


Recognizing that students' course grades and GPAs were at stake, compromising on quality was not an option. Verbit produced highly accurate results to ensure student success.

**"Verbit blasted through my backlog in a matter of weeks with perfect accuracy. I truly haven't seen anything less than 100 percent precision."**

### Reduced Costs

Keeping costs reasonable without sacrificing speed and accuracy was a top concern for BYU-Idaho. Verbit's competitive pricing was a distinguishing factor.

**"When comparing transcription companies, it just seemed like the services were incredibly expensive with little flexibility. Verbit immediately stood out as the most cost-effective solution."**



Above all, partnering with Verbit helped us focus on fulfilling our commitment to ensuring equivalent access and supporting academic success for all students.

