



# CUSTOMER SPOTLIGHT

## UDACITY



### In a Nutshell

As an education-focused organization, Udacity's top priority is student success. Since their online lessons are heavily video-based, captions and transcriptions are integral to supporting and enhancing the learning process. Last year, Udacity set out to find a transcription and captioning provider to support this goal.

“ We were really looking to find that optimum trifecta of speed, accuracy, and cost. Verbit delivered on all three! The Verbit team made sure the transition to their platform was completely smooth. All around, it's been a huge success for us and we're looking forward to continuing our collaboration. ”



Jason O'Mahony, Video Producer at Udacity

### The Requirements

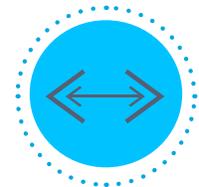
Udacity is focused on providing high quality online learning experiences to ensure success for all students. The requirements for a transcription and captioning provider came down to three key areas:



Precision



Speed



Scalability



# The Solution

Udacity was looking for a transcription service that would deliver high quality, while delivering faster results for a lower price. Enter Verbit. They were able to offer:

## Boosted Turnaround

Udacity was looking to upgrade from a five-day lead time. Verbit was able to deliver completed transcriptions in one to two business days.

“Speed is a key priority for us, since we have so many students who rely on captions and transcriptions to fully understand the material being taught. Verbit amazed us with how quickly they were able to get our files back to us - we rarely have to wait longer than 24 hours.”

## Greater Accuracy

Verbit’s hybrid model of artificial and human intelligence proved to be highly effective for Udacity. Many of their courses are in technical domains, and Verbit was able to process complicated terms with ease and maintain a consistent level of high quality.

“One of the first videos that I sent through Verbit referenced a relatively obscure textbook and the equally obscure professor who had written it. Both names came back perfect in the transcript. We’re constantly impressed with the excellent quality we get from Verbit.”

## Reduced Costs

Udacity was looking for a solution that was reasonably priced, and which maintained their standards for high speed and accuracy. Verbit offered a highly competitive cost-per-word, while delivering better results on turnaround time and quality.

“When evaluating our options, it was clear that Verbit offered the quality and timeframe we required, at an overall operating cost that aligned with our budget.”



Most importantly, Verbit helped us uphold our core values of putting students first and enabling equitable access to higher learning for all.

