



B E E H A P P Y ' S

CASE STUDY

A partnership with EC Innovations



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OVERVIEW



EC Innovations is an international IT service. They provide worldwide professional services across industries. For more than one decade, EC Innovation has been trusted by top global companies. EC Innovation successfully expanded its market to Singapore, Budapest, and Wilmington. It also has 17 other strategic global offices, which are spread worldwide.



BACKGROUND

AI started to rise at that time, and many technology companies would like to launch their own AI. EC Innovation is the one who supports them in launching the AI. They contacted Bee Happy Translation Services in 2020, and the vendor manager needs Indonesian agencies to transcribe several audios. They said that their client would like to improve their AI by using ASR (Auto Speech Recognition). EC Innovations has a lot of short audios; they have their platform to keep confidentiality, and the important thing is they want accuracy above 98%.



PROJECT DETAILS

- Service: Transcription
- Field: Business & Finance
- Content-Type: Phone Call & Speech Assistant
- Language: Indonesian
- Volume: 300 hours
- Duration: November 2020 - May 2021

NEEDS & EXPECTATIONS



Despite their extensive experience in translation services, EC Innovations lacked the expertise and resources required for accurate and efficient transcription of spoken content in Indonesian.

Needs

EC Innovations needed Indonesian professional transcriptionists to transcribe speech assistants on an online marketplace and telephone calls about customer supports.



Expectations

EC Innovations expected assistance from professional transcriptionists who are experienced in the fields of finance, business, and customer support to present transcribed data that will be used for a software development.



CHALLENGES & SOLUTIONS



Our team conducted thorough research and provided education to bridge the knowledge gap while creating tailored guidelines to ensure clarity and guidance throughout transcription.

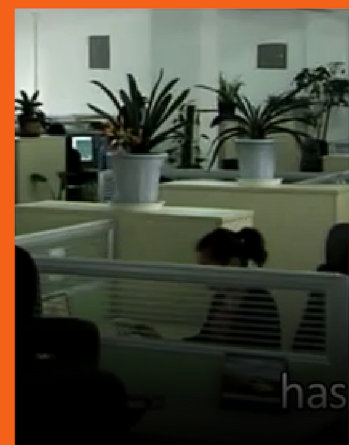
CHALLENGES :

- The lack of experience in transcription:
At the time, our client barely get an order for transcription that much, so they did not quite understand the service.
- No guidelines:
Since it was the first time experience, there were no guidelines or instructions about the project.



SOLUTIONS :

- Research, study & educate:
We conducted research about the service and field from scratch, studied them, and educated our client to make sure that the result met their expectation.
- Create a guideline:
Since they were inexperienced in transcription, we helped them to make the guidelines for the ongoing and upcoming transcription project.



HOW WE HELP



We were able to support EC Innovations in overcoming their transcription challenges and successfully delivering high-quality transcript data for software development purposes.

Here are the operating procedures:

- Conducting the research about the service and the field
- Studying the content/data
- Creating the guidelines
- Training the guidelines to the team
- Conducting a trial for the team
- Annotating
- QA
- Delivery



ACCOMPLISHMENT



After dedicated efforts, our collaboration with EC Innovations bore fruit as the data we produced was used by the biggest tech company's software development.

Result:

EC Innovation is an LSP that is widely known internationally. Their clients come from well-known companies. One of them is Alibaba Group. Our collaboration with EC produced data that is used by Alibaba Group to develop their software. Apart from that, we also played a role in creating transcription guidelines used by EC up to the present day to ensure the success of the ongoing and upcoming projects.

Our transcription service caters to a diverse range of industries and segments where spoken content needs to be converted into written format for analysis, reference, accessibility, and communication purposes.

THANK YOU!



Inspired by EC Innovations' success story?

Get in touch with us to start your journey towards an outstanding result.



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