



Bee Happy™ 's

CASE STUDY

A partnership with Shaip™



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OVERVIEW



Shaip is a dynamic IT powerhouse, harnessing cutting-edge technology to revolutionize data services. Founded in 2004 by visionary roommates, Shaip has evolved into a global leader in AI-driven solutions, catering to diverse industries with unparalleled expertise.

BACKGROUND

In 2019, Shaip contacted us to help them with their transcription project. They shared a long audio file to transcribe. It's for podcasts and YouTube purposes. They provide us with a platform to work on the project.



PROJECT DETAILS



- Service: Transcription
- Field: Religion, Podcast, Daily life
- Content-Type: Audio
- Language: Indonesian, Thai, Malay, Vietnamese
- Volume: 1500 hours
- Duration: July 2020–September 2020

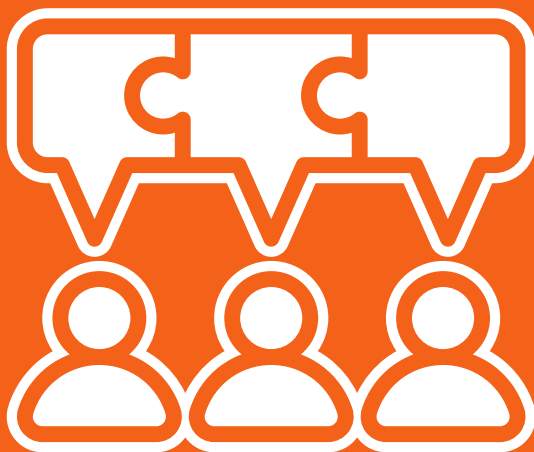
NEEDS & EXPECTATIONS



Despite its technological prowess, Shaip faced challenges in transcribing foreign languages for its global audience, necessitating external assistance to enhance its AI database.

NEEDS

Transcribe 1000 hours of conversational audio. Shaip would like to order Indonesian transcription services and other Southeast Asian languages, such as Vietnamese, Thai, and Malay. They would like to improve their AI database. They also asked us to work on their own platform.



EXPECTATION

Provide a good transcription service with an accuracy of 95%. They also need the audio worked by the native linguist of each language. They need all audio to be completed in 48 hours for 60 minutes long and 24 hours for 30 minutes long. This is because they also have a tight deadline from their client.

CHALLENGES & SOLUTIONS



As we partnered with Shaip, we encountered several hurdles that demanded innovative solutions. From tight deadlines to technical complexities, navigating these challenges required agility and resourcefulness.

CHALLENGES:

- **Tight turnaround time:** While working with Shaip from the USA, we have a challenge in turnaround time. We need to complete 60 minutes of transcription in a maximum of 48 hours or two days and 30 minutes in 24 hours or one day.
- **Long conversation audio:** Since we have a tight turnaround time, facing long conversation audio is challenging. It's different from our experience with EC Innovation. In this case, we need to transcribe it as fast as possible because we are limited by the daily deadline.
- **Technical issue:** Since we were working on a client's platform, we had many technical problems. However, we do not have any access to fix it; therefore, we often wait for the client to resolve our technical issues. Moreover, we always need clarification if the technical team does not contact us because we work with tight deadlines. Once he reaches us, we need to work in a rush because time flies so fast.

CHALLENGES & SOLUTIONS



SOLUTIONS:

- **Tight turnaround time:** We always look for linguists to work with us. We had many linguist partners to support us in completing this project. But We can't control the linguists' working hours since they are freelancers, so they do not work in an office with us. While the file could not be finished in almost 48 hours, we would assign the file to another currently available linguist.
- **Long conversation audio:** It is challenging for the transcriber to handle long audio. We usually review the audio before assigning it to the transcribers to avoid burnout. Therefore, we will contact the client immediately to transfer the new files if the audio is too quiet or noisy.
- **Technical Issue:** We often need help with this transcription project. Sometimes, it's about the platform and audio. How can we find the solution? We manage a WhatsApp group with the project manager and the client's technical team. All of the Bee Happy team was there, so every time we had a technical issue, we could raise and mention the technical team directly.

HOW WE HELP



We initiated a customized training program for our transcription team, explicitly tailored to the unique requirements of Shaip's project, ensuring unparalleled accuracy and efficiency in transcribing technical audio content.

Here are the operating procedures:

- Collaborate with the client. We provide Indonesian transcription for them and other Southeast Asian languages; therefore, they do not have to manage the agencies too much and only coordinate with us.
- We provide high-quality transcription to provide a high-quality result. Our transcription team is experienced in many projects. That's why we would like to give our client the best result.



ACCOMPLISHMENT



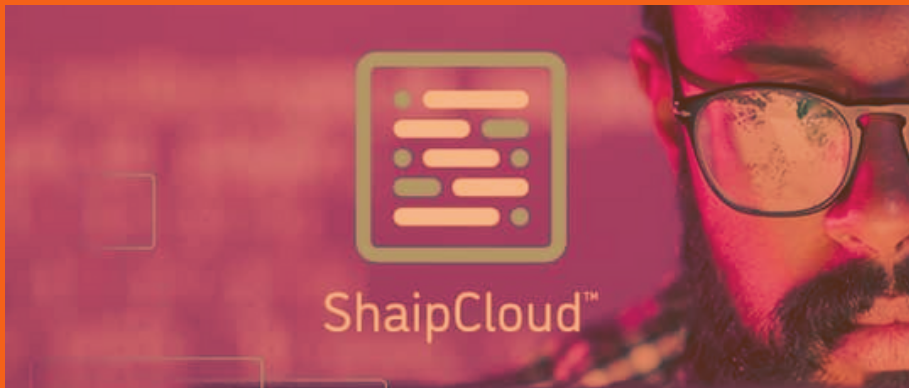
Our collaboration with Shaip culminated in the successful transcription and underscores our commitment to delivering high-quality services tailored to the unique requirements of our clients.

Result:

Bee Happy successfully completed 1500 hours for Indonesian, Malay, Vietnamese, and Thai transcription projects, a collaboration with Shaip supported by more than 100 linguists.



THANK YOU!



Inspired by Shaip's success story?

Please reach out to us to start your journey towards an outstanding result.

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