

# **TranscribeMe and Vadacom Announce Partnership for Enterprise Market**

Partnership announcement between TranscribeMe, a hybrid voice-to-text technology company and Vadacom, New Zealand's leading Unified Communications and IP telephony solutions provider.

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This is great news for companies using unified communications technology who want to make audio files useful simply and easily. With the rise of telecommuting, more and more companies are producing valuable audio content over the phone. Enterprises are increasingly moving to IP Telephony and Voice over Internet Protocol (VoIP) to manage telecommunication costs and promote efficient communications. Concurrently, companies seek to capture and use this valuable audio to increase sales as well as maximize operational efficiencies.

Vadacom and TranscribeMe are therefore excited to announce a partnership which enables enterprises to communicate freely, and then to share, analyze and search that valuable audio content. TranscribeMe CEO, Alexei Dunayev believes that this new platform service offers new opportunities for individuals and companies to monetise their audio. "We're excited to partner with New Zealand's leading VoIP provider to offer a solution which will drive sales growth and operational efficiencies our clients," says Mr. Dunayev.

Vadacom CEO Igor Portugal "We believe TranscribeMe created a service that many of our customers can really benefit from. This is another example of how we deliver on our promise to our customers to help cut costs and increase productivity. We are proud to be able to offer this innovation and be associated with such an innovative company as TranscribeMe!"

Many companies are implementing call analytics to effectively managed marketing and sales. Analytic activities include call recording and reporting. This is where transcription comes in. Call transcription is the foundation of speech analytics. It enables text and

data mining models to uncover keywords, insights, and to establish causality in not only frequently mentioned topics but also in the context in which topics were mentioned.

TranscribeMe offers a richer speech analysis than software-only systems. It time codes the call recording for direct reference back to inflection. It also cuts traditional transcription times down by 3X, allowing enterprises to act faster on the data captured. TranscribeMe's unique platform of software + crowd sourced transcribers allows for an unprecedented level of analytic accuracy, turnaround time, and price point. TranscribeMe offers speech-to-text, speaker identification (speaker separation), time coding, and keyword analysis.

Enterprises are using transcripts to analyze customer questions to support sales, do keyword analysis to support marketing, as well as to track innovation and technical planning for internal company efficiencies.

For more information about this partnership, please visit [www.transcribeme.com/Vadacom](http://www.transcribeme.com/Vadacom)

#### Company Contact Information

Transcribeme

kretal

2200 Powell Street Suite 900, Emeryville CA 94608

94608

+64 27 567 5709

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