

# AppleTranscription

Transcription solutions for legal, medical and business professionals.

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## An Apple a day helps keep smoking at bay

Bosses at an online transcription service discovered a wholesome side effect following a project for leading UK advertising agency, WCRS.

Apple Transcription's team have transcribed hours of video diaries detailing the progress of smokers in their attempts to 'give up for good' with the help of NiQuitin lozenges, a nicotine replacement therapy developed to help smokers quit.

And the campaign was so successful that two of Apple's transcribers decided to pack in their 20-a day habits!

"I think being continually bombarded by people who were so positive about the benefits of giving up smoking must have had some deep-seated psychological effect," says Apple Transcription's Debra Mitchell.

The product aims to help smokers quit smoking and the advertising team are keen to have the campaign on air ahead of the New Year resolution rush. Apple Transcription's speedy, accurate and efficient service is helping to make this possible.

The virtual transcription service is proving to be a boon to the market research fraternity. Recordings can be uploaded to Apple Transcription's secure online system and it comes back as a typed document within an agreed deadline.

Adds Debra: "We work in a wide variety of sectors — including legal and medical — but have found there is a real demand among marketing agencies who have extensive rounds of interviews and focus group meetings.

"They can save hours by uploading their recordings onto their computer and just sitting back and waiting for accurately typed documents to arrive."

Users can track the progress of their work and get estimated completion times online.

Apple Transcription offers a free trial for anyone thinking of using the service. To find out more telephone 01706 828020/870838, email: [info@appletranscription.co.uk](mailto:info@appletranscription.co.uk) or log on to [www.appletranscription.co.uk](http://www.appletranscription.co.uk).