

## **TEMPLATE EXAMPLE**

### **DEPTH INTERVIEW - FULL 100% VERBATIM**

**HI EMMA, THANKS FOR TAKING THE TIME TO TALK TO ME TODAY. SO, FURTHER TO OUR CHAT ON THE TELEPHONE, CAN YOU TELL ME A LITTLE BIT ABOUT WHAT YOU DID BEFORE JOINING THE TEAM AT MCGOWAN TRANSCRIPTIONS?**

Sure.

**TAKE YOUR TIME.**

Okay. Erm, previous to joining the McGowan Transcriptions Services Team in 1998 I worked for a public relations company.

**IN WHAT INDUSTRY WAS THAT?**

Oh, in the pharmaceutical industry.

**WHAT KIND OF ROLES WERE THEY?**

I, I had various roles working in the editorial department and account management which is where I learnt to, to fully understand the importance of meeting tight deadlines accurately and efficiently.

**GREAT, WHAT MADE YOU DECIDE TO BECOME A TRANSCRIBER?**

[Pause] Prior to working for McGowan Transcriptions transcribing was part of my previous roles, though I had never done it full-time.

**OKAY.**

When I had my first child I thought that maybe it would be something that I would be able to do from home so I wouldn't have to leave my children; McGowan Transcriptions has enabled me to do that for nearly 15 years now. [Blows out breath]

## **WHY DID YOU DECIDE TO JOIN MCGOWAN TRANSCRIPTIONS?**

Well, I suppose...Until 1998...

### **WOW, 1998!**

...my transcribing experience had been solely in the pharmaceutical industry, transcribing conferences, presentations and advisory boards; McGowan Transcriptions works in many different fields and over the past 15 years I have been able to develop my experience in many different subject areas such as market research, education, social research and management consultancy.

### **OKAY, ANY OTHER REASONS?**

Yes! Working for McGowan Transcriptions gives me the best of two worlds; I work mainly on my own, using my own initiative and self/time management skills yet I have the security of working as part of McGowan Transcriptions Services Team, which is a team large enough to meet the deadlines clients require. We are a 'team' in every sense of the word; we have a common purpose and the complementary skills that enable us to offer an accurate, efficient and reliable transcription services to a vast array of clients.

### **INTERESTING. I'M JEALOUS! OKAY, SO TELL ME, WHAT MAKES WORKING FOR MCGOWAN TRANSCRIPTIONS SPECIAL?**

The McGowan Transcriptions Services Team are transcribers picked by Joe; we work under her name and many of us have transcribed as part of the team for many years. I, I think that speaks for itself. I can definitely say, as a long-standing member of that transcriptions services team, that I really enjoy my work. [Laughs] The variety of the work and subject matter is such that it never gets boring; whether it's focus groups with mums on healthy eating, depth interviews on how to get the best from the banking world, or presentations on how to focus in business, there is rarely a subject that we type about where something can't be learnt to help a transcriber develop personally.

### **OKAY, SO HOW DOES TECHNOLOGY INFLUENCE YOUR TRANSCRIPTION ROLE?**

The days of paper and typewriters were improved by computers and floppy discs, the days of cassettes and tape recorders have been improved by digital recorders but the biggest influencer I think has to be the internet.

**OKAY, CARRY ON.**

Gone are the days when tapes and transcripts had to be collected or delivered via couriers or the postman, or when the first port of call was the library when you needed to research something. We are so lucky now to just have the answers at our fingertips...

**RIGHT.**

...and as transcribers we have the ability to become experts in so many different fields because the internet helps us all access that little bit of extra help from other people's knowledge.

**THAT'S GREAT. TELL ME, WHAT INTERESTS YOU ABOUT TRANSCRIBING?**

It never ceases to amaze me how different people are and that there are so many different ways that something can be seen.

**OKAY.**

All our lives can be busy and sometimes we may listen but not really hear. When transcribing people's views, thoughts and opinions you have to listen and hear, because of this I feel transcribing helps me learn so much more about people and the different ways to look at things than I ever would do normally; that helps me as a person, a partner and a mother.

**OKAY, SO WHAT FRUSTRATES YOU ABOUT TRANSCRIBING IN 2012 COMPARED TO EARLIER YEARS? ANYTHING?**

You could say a frustration is hearing people saying things such as 'Transcription – you won't need transcribers for much longer now you have voice recognition software.' But having tried and tested voice

recognition software myself, I am very confident that currently voice recognition, while it may have its uses, doesn't really pose a real threat to the job of a transcriber.

### **ANYTHING ELSE? ANY OTHER FRUSTRATIONS?**

You could also say a frustration could be the 24 hour world of today. In the days before BlackBerrys and digital uploads we pretty much knew what the day held by the time the postman had arrived. That is now rarely the case – we can wake in the morning having absolutely no idea that a client is going to be uploading 8 focus groups and 6 depth interviews, wanting a 24 hour turnaround.

### **GOSH!**

I feel though flexibility is a two way thing and the perks far outweigh the negatives; the fact that we work at home means we can work late and help clients, and then feel no guilt when going to the shops in the morning when lots of others are in their offices. I love the flexibility that I get from working from home and love the fact it's enabled me to be a mum whilst working full-time in a job that continuously gives me the opportunity to learn from others.

### **LAST QUESTION EMMA, CAN YOU TELL ME WHAT DATE DID YOU JOIN THE TEAM?**

I joined McGowan Transcriptions in January 1998.

### **THAT'S GREAT, THANKS FOR ALL YOUR TIME.**

You are welcome!

**[END OF TRANSCRIPT]**