

Treehouse Case Study: Tech school boosts customer satisfaction and retention

Treehouse not only took the intimidation out of coding mobile apps, it made it fun.

- Aaron Watkins



By switching to cielo24, Treehouse improved caption and subtitle quality as well as saved time and money!

Treehouse is an online affordable technology school that gives people everywhere the skills to go from zero to job-ready within 12 months.

Because technology education is a precise field, Treehouse needed its video lessons to be accompanied by accurate subtitles. By upgrading to cielo24 media data solutions, Treehouse was able to automate and deliver videos to its more than 154,000 students in almost 190 different countries with greater accuracy and at a lower cost.

The Challenge

Tommy Morgan, Treehouse's Vice-President of Engineering, recalls a time when the school's customer support team was occupied with student feedback that many subtitles were inaccurate.

"Being an education company that deals a lot with technology, it's really important to make sure that words are transcribed correctly. But what used to happen was that we got reports from our students that something silly or unintelligible was in the transcripts. And we would get that a lot," said Morgan.

This was especially problematic to Treehouse because clarity in communications is a crucial part of its value proposition, including accurate subtitles and transcripts.

"It is important to us to make our educational material as accessible as possible. Both from an accessibility standpoint for people who are audibly impaired, and also to improve comprehension because not every one parses language the same way," explained Morgan.



A Treehouse Success Story!

With up to 30 videos being processed each day, in-house transcription was simply not an option for Treehouse. But neither was an outsourced service that continued to confuse Treehouse's customers and causing a spike in customer service complaints.

With a workaround in place, Treehouse started searching for a better way to do things.



The Issue: Treehouse's previous transcription service had failed to provide reliable captions and subtitles. This resulted in dissatisfied customers and poor feedback.

The Solution: By switching to cielo24 caption and media data solutions, Treehouse not only saw an immediate improvement in transcription accuracy, but also saved time and money.

The Results: "With cielo24, Treehouse was finally able to deliver videos with subtitles that matched the instructional excellence of its curriculum. Customer experience improved and complaints fell, freeing up the support team to respond more quickly to other support tickets and enhance customer retention."

- Tommy Morgan, Vice-President of Engineering, Treehouse



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Now I can sit down in front of a computer and turn an idea into something tangible...something profitable. It's literally changed my life.

— Joelle Steiniger



The Solution

After a careful search and evaluation process for a caption and subtitle prover, Treehouse found the solution to their challenges in cielo24.

For Treehouse, the move to cielo24 was required a simple APIs swap. The benefits were swift and the results were faster, more precise transcriptions at a lower cost.

“It is not a stretch at all to say that cielo24 has had a solid impact on our ability to retain and satisfy our customers. We’ve seen fewer errors, less customer confusion and frustration, and fewer support tickets,” said Morgan.

Morgan adds that cielo24 allowed Treehouse to improve its customer experience as a whole by giving time back to its support team to resolve other issues with faster response times.

In conclusion “Our needs are clear. We have videos we need transcribed quickly, we need them transcribed accurately, and we do not want to get robbed paying for it.

“Those are three things that cielo24 is hitting for us very well,” says Morgan cielo24 has had a solid impact on our ability to retain and satisfy our customers. We’ve seen fewer errors, less customer confusion and frustration, and fewer support tickets.



Treehouse not only provided a great learning foundation for what I do on a daily basis... I now have friends across the globe, who I would never have met had it not been for Treehouse. I definitely would not be where I am today in terms of development both personally and professionally if it wasn't for this community.

— Graham Davideon Birmingham, England



cielo24 delivers searchable closed captions™, media data and media intelligence for large media platform partners in the online education, enterprise, news and entertainment markets. Our clients turn to us to meet the growing demands on their multimedia including, compliance laws, discoverability, reach and user engagement.

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