



Case Study

How University of Southern California
Enhanced Inclusivity for In-Person & Virtual
Events



Challenge: Finding a Cost-Effective, User-Friendly Translation Solution

The University of Southern California (USC) welcomes a diverse student body, with international students from over 130 countries, comprising more than 25% of its population. USC's orientation program aims to foster connections between students and their families through inclusive experiences, aligning with the university's core values of integrity, excellence, diversity, equity, inclusion, well-being, open communication, and accountability.

However, USC faced a significant challenge: the limitation of accommodations for students needing transcribing or translation during live events hindered their mission to create an equitable student experience. These in-person translation services are very costly and only meet the needs of students who make a request many days prior to the event.

They also received multiple requests for translators to accompany a guest when they were separated from their students during the events. They did not have the staffing, budget, or ability to meet all the needs during live presentations, meaning non-English-speaking families could not fully engage in the orientation process.

They wanted the ability to promote a translation service in their marketing materials that would be available without requiring a student or guest to request the service in advance to enhance the overall experience and make all in-person events more accessible.

Ensuring guests could participate along with their students is important for the USC team, as having an engaged support network eased the transition into the university. However, USC had no reliable data on how often or in what languages translation services were desired, which made it hard to plan.

They wanted a solution that would facilitate live translation in multiple languages, allowing attendees to access captions or audio in their preferred language. Additionally, they sought a system that would seamlessly integrate with their existing event management platform, Cvent, and support virtual and in-person events.

Solution: Transforming Events with Wordly

USC selected Wordly's live AI translation and captioning solution to help support its orientation programs. The platform eliminates the need for human interpreters or specialized equipment, offering a straightforward and cost-effective way to provide real-time translation across multiple languages.

Attendees can easily select their preferred language using their smartphones or computers, accessing either audio or captions in real time. Wordly's all-inclusive pricing model was particularly appealing, allowing USC to offer a wide range of languages without the uncertainty or additional costs.

USC used Wordly to support in-person orientations, particularly the sessions targeted to family members and many live webinars hosted through Cvent's Attendee Hub and Studio Advanced tools.

"Using Wordly allows us to align our programs with USC's unifying values of diversity, equity, and inclusion. We can confidently tell attendees that AI-powered captioning and translation services will be available." – Christine D'Arcy, Business Analyst & Cvent Administrator

To date, USC has offered over 50 hours of AI captioning and translation through Wordly, used by over 700 attendees. This includes two live-streamed orientation webinars in November 2023, one in-person orientation in January 2024, and nine in-person orientations between June and August 2024.

Languages used by USC attendees include Korean, Spanish, Chinese, Vietnamese, Cantonese, Hindi, Persian, Tagalog, Japanese, French, German, Greek, Gujarati, Italian, Portuguese, Russian, and Swedish.

What's Next: Enhanced Support for Non-English-Speaking Families

After seeing a demo of Wordly at Cvent Connect in 2023, USC was impressed by Wordly's ease of use.

Key benefits that led to USC selecting Wordly include:

- **Affordable Pricing** – With an educational discount, USC found that Wordly's annual cost was significantly lower than providing human translation services, and met a need for a larger user experience
- **Wide Range of Languages** – With students coming from over 130 countries, USC needed the ability to support families speaking a wide variety of languages, providing both audio and captions
- **Ease of Use for Attendees** – Attendees simply scan a QR code and use their mobile device. With human translators, you have to use specialized, expensive equipment
- **Ease of Use for Staff** – USC doesn't have the same AV staff for in-person events. All they need to do now is provide an audio conversion device and setup instructions to the AV teams

"Wordly is a very impressive product. Any time we show the AV staff at our event venue how it works, the first reaction is always, "Wow, that is so cool!"" – Christine D'Arcy, Business Analyst & Cvent Administrator

- **Accurate Translations** - High-quality translation output enhanced by Wordly's customizable glossary feature
- **Simple Cvent Integration** - Attendees can access live translations and captions in numerous languages in just one click
- **Comprehensive Cvent Support** - Easy to do business with and quick support when needed

"The team at Wordly is really great to work with and very responsive. They set up a custom glossary for use, which was an amazing level of support I was not expecting." - Christine D'Arcy, Business Analyst & Cvent Administrator

About University of Southern California (USC)



University of Southern California (USC) is a private institution that was founded in 1880 and has over 49,000 students. Based in Los Angeles, the university attracts a diverse range of students, including over 13,000 international students from countries all over the world.

The Office of Orientation programs manages all programs for new students, both graduate and undergraduate, as well as supporting family members during their student's transition to the university. USC's orientation program is a fully hybrid experience, including virtual and in-person components.

Christine D'Arcy manages the Office of Orientation Program's event technology stack, which supports a hybrid onboarding experience for over 10,000 students and family members. Christine is also responsible for identifying opportunities to improve and streamline event processes, operations, and attendee experiences.

Wordly offers multiple ways to access translation in dozens of languages – on a phone, tablet, or computer. Read transcripts or listen to audio in your preferred language in real-time.



Live Translation + Limitless Integrations

Wordly generates live, translated text and audio for events, webinars, or broadcasts, empowering attendees to engage seamlessly. Integrates with all major meeting platforms. RTMP, iFrame, and APIs available for custom setups.

Multilingual Subtitles

Wordly is known for its best-in-class accuracy and translates English, Spanish, French, Portuguese, Japanese, and dozens of other languages to expand accessibility across diverse audiences. Export subtitles, captions, transcripts, and summaries in all relevant formats.

Customizable Display Options

Admins can control font size, text color, and background color for in-room displays, monitors, and third-party caption overlays. Users can control text and background color on their phone, tablet, or computer.

Post-Meeting Support

In addition to real-time features, Wordly helps teams stay compliant with asynchronous support. We offer post-event transcripts, subtitles / caption* files, and summaries – all can be translated and mass exported in seconds.

Wordly's unified solution makes every touchpoint more accessible, engaging, and inclusive across every major language and meeting format. Listen to translated audio; read translated subtitles; read same language captions; access text transcripts and summaries. Wordly does it all for one affordable price.

Whether you're streaming a city council meeting, supporting school events, or having 1-1 customer discussions, Wordly ensures your is accessible to everyone.

In addition to powerful features, high scalability, and ease of use, Wordly has built strong security and privacy protection into our products and processes - including SOC 2 Type II and ISO 27001 compliance - and continuously test and optimize our infrastructure.

Wordly launched in 2019 and is the most trusted **AI translation** and **captioning** tool on the planet

Millions of
Users

60+
Countries

Ready to see Wordly in action?

[Book a Demo](#)

[Read Our Reviews](#)