



# AMI strengthens outbound sales performance with Krisp AI Accent Conversion



**HQ:** India

**Industry:** Healthcare Process Outsourcing and Contact Center Solutions

AMI supports US-based healthcare clients across health information management, revenue cycle management, and customer support. Its outbound sales teams play a critical role in driving new business and expanding client relationships.

## Executive summary

In outbound sales, the first minute determines whether a prospect stays engaged. AMI focused on improving early-call clarity and conversational flow for a targeted subset of outbound agents calling U.S. prospects.

Coaching and selective routing improved performance but did not eliminate the issue at scale. After evaluating alternatives, AMI deployed Krisp AI Accent Conversion for a targeted group of outbound agents.

The result: clearer introductions, fewer early clarifications, and smoother progression into value-driven conversations for the agents where the solution was applied.

## The challenge: first impressions in outbound sales

AMI's outbound teams conduct cold calls with US-based prospects daily. In these conversations, clarity and confidence during the opening moments are critical.

Agents were fluent, experienced, and professionally trained. However, AMI observed consistent patterns in early call behavior:

- **Prospects occasionally requested clarification during introductions**
- **Those requests slowed progression toward the value proposition**
- **For a subset of outbound agents, early-call clarity remained an area for improvement**

In outbound sales, even small delays at the beginning of a call can reduce engagement. When prospects focus on understanding the speaker rather than the message, the sales narrative loses traction. The goal was to improve clarity in the first moments of the call and support more consistent conversational flow—without changing how agents communicate.

Traditional approaches, including coaching, premium headsets, and routing strategies, required ongoing effort and did not always deliver consistent results across targeted use cases.

AMI looked for a scalable solution that could enhance clarity immediately at the start of each call.

## The solution: Krisp AI Accent Conversion

After evaluating multiple alternatives, AMI chose Krisp AI Accent Conversion for its ability to improve clarity in real-time conversations while preserving voice quality and natural delivery.

Krisp enabled agents to communicate more clearly in the opening moments of calls, helping prospects focus on the message without disrupting conversational flow.

Additional decision factors included:

- **Software-based deployment without infrastructure changes**
- **Compatibility with existing calling platforms**
- **Flexible proof-of-concept testing**
- **Responsive partner support during trial and rollout**

For AMI, improving the quality and consistency of early-call interactions was the primary objective, with ease of deployment supporting fast adoption.



## Implementation: targeted and strategic rollout

AMI launched a focused pilot with a subset of outbound agents to evaluate the impact in real sales scenarios.

Outbound call recordings were reviewed to assess:

- **Frequency of repetition or clarification requests**
- **Speed of transition from greeting to value proposition**
- **Early-call progression compared to pre-deployment behavior**

Implementation required no hardware changes and integrated directly into existing workflows. Agents activated Accent Conversion within their live calling environment without process disruption.

The rollout was intentionally targeted, focusing on agent profiles and outbound scenarios where improving first-minute clarity and conversational flow would have the greatest impact.

## Results: stronger first-minute performance and improved conversational flow

Following the deployment of Krisp Accent Conversion, AMI observed clear qualitative improvements across the targeted agent group:

- **Reduced frequency of clarification requests in the opening moments**
- **Faster transition into value-driven conversation**
- **More uninterrupted opening interactions**
- **Increased agent confidence during cold outreach**

Accent Conversion reduced the need for early clarifications, allowing agents to focus more directly on delivering their message.

For the agents where the solution was applied, AMI observed smoother interactions and improved prospect receptiveness in the early stages of calls.

**“Krisp helped us improve the quality and comfort of outbound conversations with US prospects, especially for agents who benefit from accent neutralization. The product was easy to deploy, and the Krisp team was flexible and responsive throughout the trial and rollout. For the right agent profiles, accent conversion improved engagement in the first minute of the call.”**

**Ali Merchant, Founder & CEO of AMI**

## Agents echoed this impact

"Krisp makes my conversations feel clearer with US prospects, especially at the very start of the call."

AMI agent

"It helps the prospect focus on the message instead of the accent."

AMI agent

## A partnership focused on long-term voice optimization

Following successful deployment, AMI views Krisp as a long-term partner in strengthening outbound communication. The company plans to expand usage strategically, explore additional accent packs, and continue optimizing voice performance where clarity directly influences sales outcomes.

**[Request a demo today](#)**

Discover how Krisp Call Center AI can help your teams deliver clearer, more confident customer interactions.