



How NTT Data delivers 95%+ CSAT for a global insurance carrier with Accent Conversion



Client: Global insurance carrier

Delivered by: NTT Data Information Processing Services

Delivery locations: Noida and Coimbatore, India

Industry: Insurance, IT Service Desk / Digital Workplace Services

Krisp product: AI Accent Conversion

About NTT Data: NTT DATA is a global leader in digital business and IT services, part of the NTT Group and headquartered in Tokyo, serving clients in more than 50 countries. Its Digital Workplace Services practice helps enterprises deliver seamless, high-quality employee and end-user support at global scale.

Executive summary

When a global insurance carrier moved its IT service desk from an EMEA base to NTT Data's centers in India, it refused to lower the bar. NTT Data had to meet the same stringent CSAT target its European operation carried: 94.5% on a penalty-driven SLA, one of the most demanding in its portfolio.

The biggest risk in that move was voice and accent friction. NTT Data removed it by deploying Krisp AI Accent Conversion from the first day of the engagement, and exceeded the target every month from the start.

Key outcomes:

- **95.17% average CSAT against a 94.5% target:** the toughest bar in the portfolio, beaten every month
- **First-contact resolution above target for both regions served:** 73.7% for EMEA users (vs 70%), 75.8% for North America (vs 73%)
- **Zero voice- or accent-related DSATs across the period**
- **Live from day one, with the license base since growing 3.6x**

Together, NTT Data and Krisp showed that a stringent onshore experience standard can be held from day one on an offshore desk, with agents judged on the quality of their support, not the sound of their voice.

Same standard, new geography

NTT Data’s service desk is the first point of contact whenever the client’s employees, vendors and insurance sellers report IT issues, resolving roughly 12,000 tickets a month across phone, chat and self-service, in regions spanning EMEA, North America and Australia/New Zealand. The client’s incumbent desk had been EMEA-based, so accent had never been a factor. Shifting the work to India changed that overnight:

- Accent and voice friction risked making agents harder to understand, driving repetition and longer calls.
- Before Accent Conversion, offshore voice support saw dissatisfied customers on voice and accent issues, pulling CSAT down.
- NTT Data’s usual remedy, voice and accent coaching, improved articulation but was manual, slow, and could not fully neutralize accent friction.
- Because CSAT is a penalty-driven SLA, falling short would mean escalations, negative surveys and direct financial consequences.

For this account, clarity had to be right from day one, not corrected after performance gaps appeared.

Clarity from day one

NTT Data deployed Krisp AI Accent Conversion across the client’s service desk from the first day of the engagement. Ahead of go-live, an internal test left the team “pleasantly surprised” (no lag, and smooth, natural-sounding conversion), and a demo session drew the same reaction from the client, who were eager to have it live for the agents.

The rollout required no new hardware or process changes: after procuring licenses, the team simply installed the setup file and was ready to go. On the strength of the results, NTT Data moved forward with Krisp without needing to evaluate other solutions.



Krisp Accent Conversion removes accent-related barriers in real time, so our agents connect with global end users through clearer, smoother conversations: fewer misunderstandings, distraction-free calls, and a noticeably better support experience.

Abhishek Mishra, Client Delivery Executive, NTT Data

The toughest bar in the portfolio, beaten every month

The impact showed up immediately and held across every month measured.



The stringent target carried over from the client's European operation was exceeded from the very first month, rather than ramped up to over time. And across the period there were **zero dissatisfaction cases tied to voice or accent**, the exact risk the move offshore was expected to introduce.

Clarity showed up in resolution too. Serving the client's users across regions, the India-based team beat every first-contact-resolution target it was set:

- **73.7% first-contact resolution for EMEA users**, against a 70% target
- **75.8% for North America users**, against a 73% target

Beyond the headline metrics, NTT Data credits Krisp with improving overall call quality by significantly reducing background noise, making conversations cleaner and more professional end to end.



The tool is a great way to ensure the NTT Service Desk agents and our users work together in the most effective way. It allows quick and accurate communication. We've had good feedback from users and would recommend its use.

IT Support Service Manager, Global insurance carrier

What changed for the agents

For agents, Krisp didn't just lift the metrics; it changed how the work feels. With accent friction reduced and noise removed, agents describe conversations as easier and more natural, and say the tool gives them more confidence on calls. The client has echoed that feedback, reporting no complaints around accent or understanding since the account went live.



Before Krisp, I sometimes had to repeat myself to be understood. Now conversations feel natural and efficient, users grasp instructions easily, and the clearer, quieter calls help me build rapport and deliver better support.

Tajamul Khan, Service Desk Associate



Krisp has minimized the language barrier caused by regional accents and helped us communicate more efficiently. Customers get pleasantly surprised when they hear someone in India speaking in a US accent.

Hazik Imtiyaz Baba, Service Desk Agent

From one account to a partnership

What began on a single account has become a growing partnership. NTT Data now runs Krisp across six accounts, with several more proposed and other business units expressing interest.

Looking ahead, NTT Data sees **Voice Translation** playing an important role in winning new business and growing its Digital Workplace Services team through the ability to optimize cost across languages, alongside next-generation capabilities such as **Agent Assist** and **Speech Analytics**.

For NTT Data, Krisp has moved from a point solution on one account to a foundation for delivering clearer, more confident customer conversations at scale.

Request a demo today

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

