krisp

Nutun scales clear communication with AI Noise Cancellation

nutun
Digital Business Services

HQ Sandton, South Africa

Industry Business Process Outsourcing (BPO)

Nutun is a global BPO leader headquartered in South Africa. With decades of experience, Nutun delivers innovative omnichannel solutions across the customer experience and credit lifecycle—from acquisition to collections and rehabilitation. By combining advanced technology with human expertise, Nutun helps businesses improve customer satisfaction, drive efficiency, and achieve lasting results at scale.

Executive Summary

Nutun faced the challenge of background noise across its open-plan contact centers. Instead of investing in costly infrastructure changes, the company turned to Krisp AI Noise Cancellation. Within two months, Nutun deployed Krisp across 2,000 seats, improving call clarity, reducing customer frustration, and making life easier for agents. The result: smoother conversations, stronger customer satisfaction, and a more professional experience delivered at scale.

The challenge: noise on the floor

Nutun's open-plan centers have been designed for collaboration. Agents sit close together, with the buzz of conversations filling the floor. But what energized the team often disrupted the customer experience.

- Customers had to ask agents to repeat themselves
- Calls stretched longer than they should
- QA escalations mounted, with noise flagged as a recurring issue
- Agents felt stressed, trying to focus while blocking out the chatter around them

Nutun considered all the usual fixes: office partitions, soundproofing, new headsets, even stricter floor policies. None of these were practical or scalable. What the team needed was a way to **clear the line — instantly, across every seat.**

Krisp — a fast, scalable, and seamless solution

When Nutun discovered Krisp, they put it head-to-head with three other solutions. The team tested for security compliance, ease of use, manageability at scale, and most importantly, call clarity. Krisp came out on top.

Deployment was smooth and fast:

- ✔ 1000 seats in the first month
- ✔ 2000 seats by month two
- ✔ Centralized management through Nutun's existing deployment tools

For IT, rollout was simple. For agents, the difference was immediate. Calls sounded clean and professional, without background distractions.

> "Krisp has been a game-changer for our contact center operations. It improved call clarity and customer experience without requiring expensive infrastructure changes. The ease of deployment and strong support from the Krisp team made the implementation seamless."
>
> **Lee Perumal**
> Head of IT Solutions and Delivery, Nutun

Results: conversations that flow

Quantitative Impact

7 seconds saved per call
by avoiding repetition

+0.5 point CSAT lift, driven by
smoother customer interactions

Estimated **80% cost savings**
compared to infrastructure or
premium headset upgrades

Fewer noise-related QA
escalations and coaching
interventions

Qualitative Impact

Customers stayed engaged. Agents stayed focused. QA sessions showed far fewer noise complaints, and first-call resolution improved.

As Dean Van Greunen, a Senior Partnership Manager at Nutun put it:

"It really was a no-brainer for us to go with Krisp. Either we invested heavily in soundproofing and infrastructure, or we adopted AI-powered noise cancellation. With Krisp, we got the results we wanted quickly, at scale, and without disruption."

Agents quickly noticed the change:

*"Customers can hear me clearly now, and I don't have to repeat myself
as much. It makes calls smoother and less stressful."*

Nutun agent

A partnership built to last

Nutun values how Krisp matched powerful technology with a strong partnership. Clear rollout guides, responsive support, and best practices helped ensure smooth adoption across thousands of users.

Looking ahead, Nutun plans to build on this success by exploring **Krisp Accent Conversion, Voice Translation,** and other AI features to further enhance customer experience across global operations.

Request a demo today

Request a demo to see how Krisp can deliver
noise-free, professional conversations at scale.