

The Office Gurus increases conversion and CSAT by removing early-call friction with Krisp



HQ: United States

Delivery locations: El Salvador, Belize, Dominican Republic

Industry: BPO

The Office Gurus (TOG) is a multi-industry BPO delivering customer experience, sales, and back-office solutions across home services, insurance, energy, legal, and other sectors. With a strong presence in Latin America and growing onshore and offshore capabilities, TOG integrates technology and AI into its operating model to drive measurable performance across inbound and outbound programs.

Executive summary

TOG partnered with Krisp to improve early-call clarity and drive measurable sales and customer experience performance across its nearshore programs.

The relationship began in 2020 with AI Noise Cancellation, which quickly became a trusted part of TOG's voice operations. Once audio quality was stabilized, leadership identified a second challenge: variations in accent clarity early in calls that led to repetition, hesitation, and lost sales momentum.

Building on proven success with Noise Cancellation, TOG expanded into Accent Conversion to further improve both conversion and customer experience.

After scaling to 220+ agents, TOG achieved:

- **26% increase in CSAT**
- **28% improvement in new enrollment conversion**
- **16% improvement in new hire conversion rates**
- **34% reduction in DSAT predictor signals**

The challenge: Talent held back by early-call friction

TOG runs sales and service programs where the first seconds of a call directly impact revenue.

While agents demonstrated strong language skills and product expertise, some customers, especially those unfamiliar with international accents or already frustrated, hesitated early or required repetition.

This friction occurred before the value was communicated, creating risk at the most critical moment of the call.

The impact:

- **Slower sales momentum before the value proposition was delivered**
- **Early drops in customer sentiment before rapport was established**
- **Limited workforce flexibility due to accent sensitivity**
- **Inability to place top agents across the right programs**

TOG addressed this through coaching, account alignment, and reassignment of strong agents. These approaches worked, but required ongoing oversight and did not scale.

Leadership sought a scalable way to standardize early-call clarity, protect revenue, and unlock broader access to talent, while respecting and preserving agents' authentic communication style.

The solution: Extending a trusted Voice AI partnership

During the COVID-driven transition to remote work in 2020, TOG deployed Krisp AI Noise Cancellation to ensure consistent call clarity, quickly building trust in its performance and partnership.

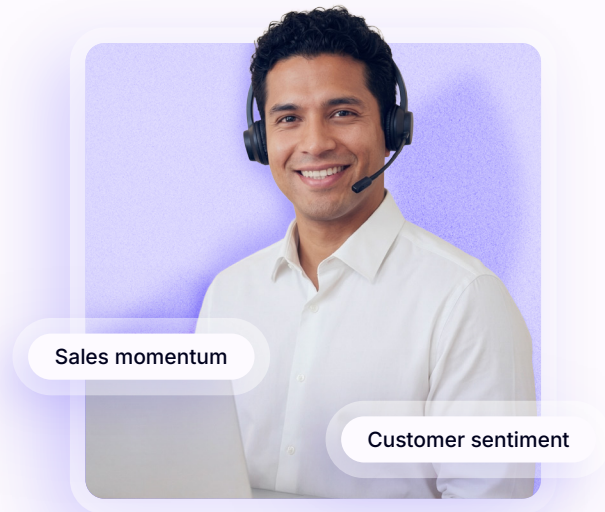
When evaluating other Accent Conversion vendors, TOG encountered gaps in latency, voice naturalness, deployment complexity, and pricing at scale. None matched the stability and simplicity required for production use.

Because Krisp was already embedded in TOG's stack, expanding into Accent Conversion meant lower risk and faster time-to-value.

Krisp delivered:

- **Low-latency, natural-sounding Accent Conversion that preserved agent authenticity**
- **Seamless deployment with no hardware or workflow changes**
- **Robust admin controls for managing users at scale**
- **Responsive partnership throughout rollout**

For TOG, the goal was not changing voices, but removing friction in high-value conversations while keeping the agents' identity.



Implementation: Phased pilot and disciplined expansion

TOG rolled out Accent Conversion through a structured, data-driven approach.

The initial proof-of-concept focused on the agents most likely to benefit from the tech. Performance was measured pre- and post-deployment across:

- CSAT
- DSAT AI predictor
- Sales conversion rates
- AI-based tracking of repetition
- Supervisor escalations
- Agent feedback



The first pilot included five agents on one account and ran for about a month, with positive results visible as early as the first week.

Following validation, TOG expanded pilots across accounts in groups of 5–10 agents per program. After confirming consistent impact and sharing results with clients, deployment scaled to more than 220 agents across El Salvador, Belize, and the Dominican Republic.

Results: Measurable impact on revenue and customer experience

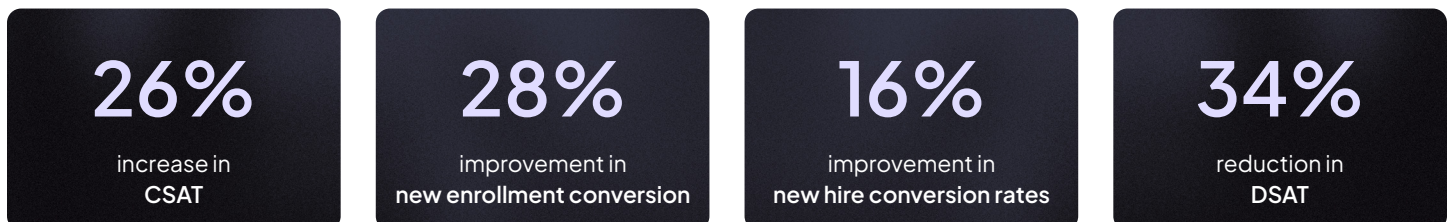
Accent Conversion delivered significant gains across revenue and customer experience, consistent across accounts and geographies.

Across participating accounts, TOG recorded:

- **26% increase in CSAT**, with smoother interactions from the start
- **28% improvement in new enrollment conversion**, driving direct revenue impact
- **16% improvement in new hire conversion rates**, reducing ramp variability
- **34% reduction in DSAT** predictor signals

Clearer early interactions also helped new hires reach tenured performance faster.

TOG views Accent Conversion not as a cost tool, but as a revenue enabler that strengthens conversion and customer sentiment.



Agent experience: Clarity that drives performance

Numbers tell part of the story. The agents tell the rest.

Across teams, Accent Conversion reduced repetition and removed early-call friction.

With fewer moments of hesitation, agents focused on listening, positioning value, and advancing conversations. This allowed them to preserve their authentic voice and cultural identity while focusing less on how they sounded and more on objection handling, rapport-building, and closing.

This shift translated into stronger engagement and better sales outcomes.

Isaac shared:

"Krisp has been incredibly helpful with its accent neutralizer feature. My voice sounds clearer and more natural, and conversations feel much smoother."

Dahlia added:

"Krisp has become an essential tool for me. It helps me close deals. Clients consistently comment on my professional tone, and they clearly understand me regardless of where they're calling from."

Executive perspective

"At The Office Gurus, we deliver passion in every connection by keeping every customer conversation clear, confident, and human. Krisp plays a key role in that, whether by removing background noise or enhancing accent understanding, so our agents can focus on what matters most: listening deeply, building trust, and ensuring every caller feels genuinely understood."

Jaimie Bell, VP Client Solutions, The Office Gurus

Looking ahead: Scaling performance across programs

TOG continues to expand Krisp across accounts and geographies as Accent Conversion proves its impact.

Looking ahead, TOG is exploring additional accent options and AI-powered capabilities such as **Voice Translation**, **Agent Assist**, and **Speech Analytics** to improve performance in complex interactions.

Built on five years of **Noise Cancellation** and expanded through **Accent Conversion**, Krisp is now embedded in TOG's operating model.

With impact proven, the focus now is scaling performance across more programs, teams, and revenue-critical interactions.

[Book a demo today](#)

See how Krisp can reduce communication friction, strengthen sales performance, and unlock scalable workforce flexibility across your contact center operations.