



How TTEC reached 85+ NPS with Krisp Accent Conversion



HQ: Englewood, Colorado, USA

Industry: Customer Experience (CX) Outsourcing & Digital Solutions

TTEC is a global leader in customer experience technology and services, operating in over 25 countries with more than 60,000 associates. The company partners with leading brands to design, build, and deliver exceptional customer interactions across voice, digital, and AI-powered channels. Combining human expertise with innovation, TTEC helps organizations boost satisfaction, reduce costs, and scale meaningful experiences worldwide.

Executive summary

TTEC, one of the world's largest customer experience providers, partnered with Krisp to strengthen clarity, confidence, and empathy across millions of global customer conversations.

By deploying **Krisp's AI-powered Noise Cancellation and Accent Conversion**, TTEC achieved striking improvements across service quality, agent experience, and cost efficiency, without adding friction to its operations.

Key outcomes:

- ✓ **NPS improvement from 74 → 85**
- ✓ **70% operational cost savings** by expanding voice delivery to India
- ✓ **54% drop in "language barrier" mentions** (2.6% → 1.2%)
- ✓ **26% increase in sales conversions**
- ✓ **+8 points in CSAT**
- ✓ **5-point rise in overall experience score** (90.5% → 95.5%)
- ✓ **76% reduction in noise-related complaints**

Together, TTEC and Krisp showed that clear, confident agents drive better CX—higher satisfaction, empathy, efficiency, and retention.

Challenge

TTEC's voice channels handle millions of customer interactions every year — moments where clarity determines trust, empathy, and resolution speed.

As remote work expanded, several points of friction became clear:

- **Accent-related comprehension issues disrupted conversational flow .**
- **Background noise compromised sound quality and credibility.**
- **Agents faced higher cognitive load, constantly monitoring how they sounded.**

“Any time there’s friction in the conversation, it’s a challenge. Customers want resolution quickly and want to feel heard.”

James Bednar | VP, Innovation & Product, TTEC

For a company known for its CX leadership, TTEC needed a scalable way to preserve clarity and empathy across every interaction, regardless of geography or accent.

Solution

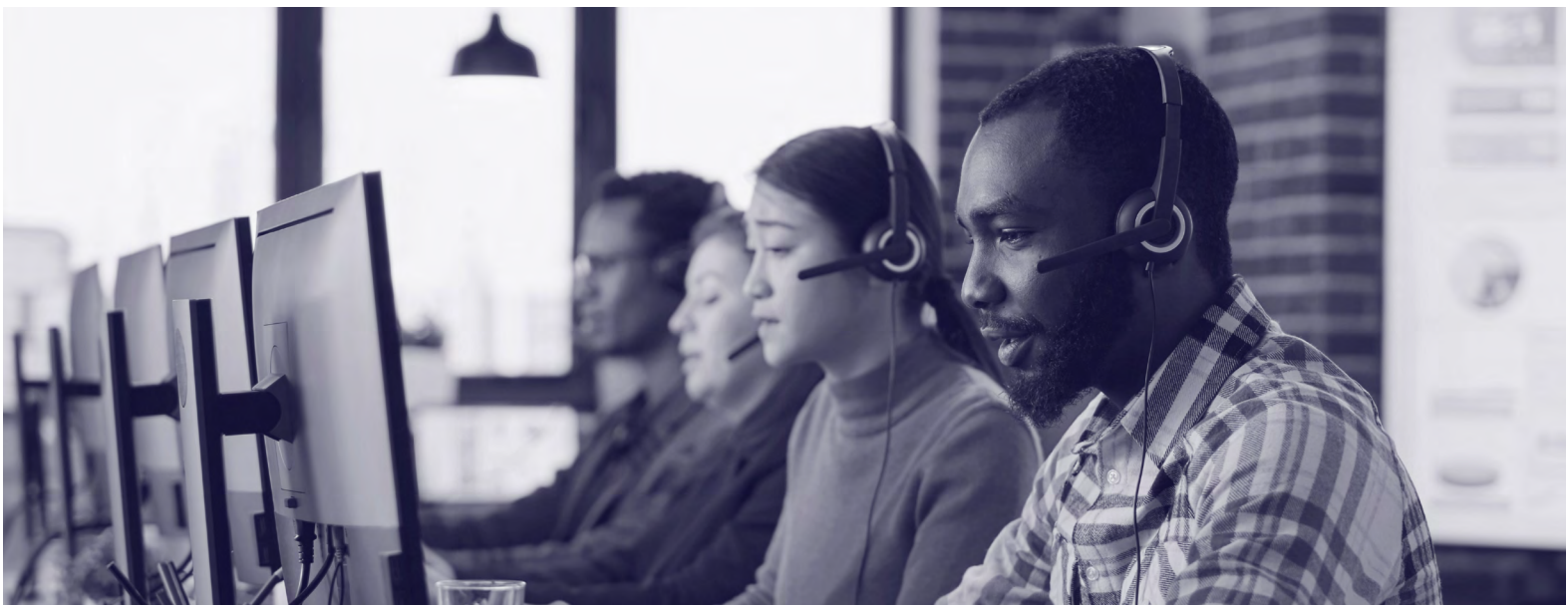
TTEC deployed **Krisp’s AI Noise Cancellation** and **Accent Conversion** technologies across multiple voice delivery centers and work-from-home setups.

Noise Cancellation immediately removed distractions in home and contact center environments, while Accent Conversion drastically improved comprehension in real time, helping customers understand agents better without altering agents’ authentic voices.

The rollout required no new hardware or process changes, allowing TTEC to move quickly from pilot to scaled deployment across key customer programs.

“Accent Conversion lets us focus on the right talent, the right skills, the right place — not the right accent.”

James Bednar, TTEC

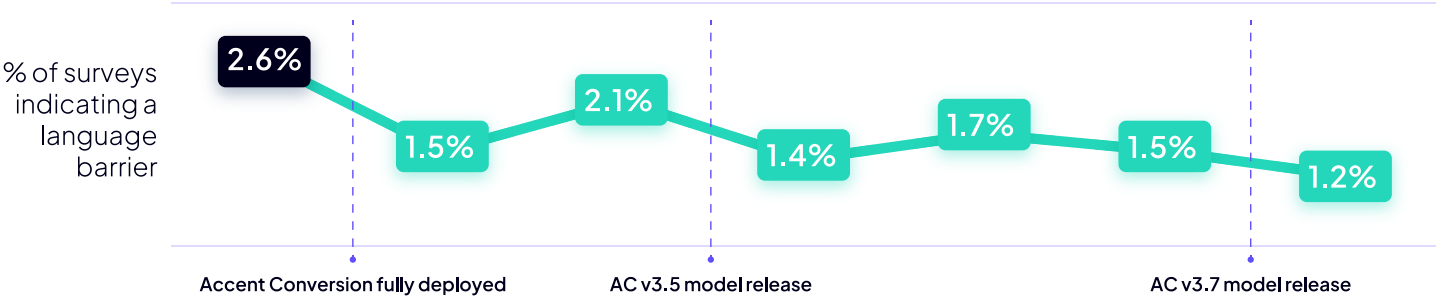


Results

The impact of Krisp was measurable on operational performance and both the agent and customer experience.

Clarity and satisfaction improved in parallel.

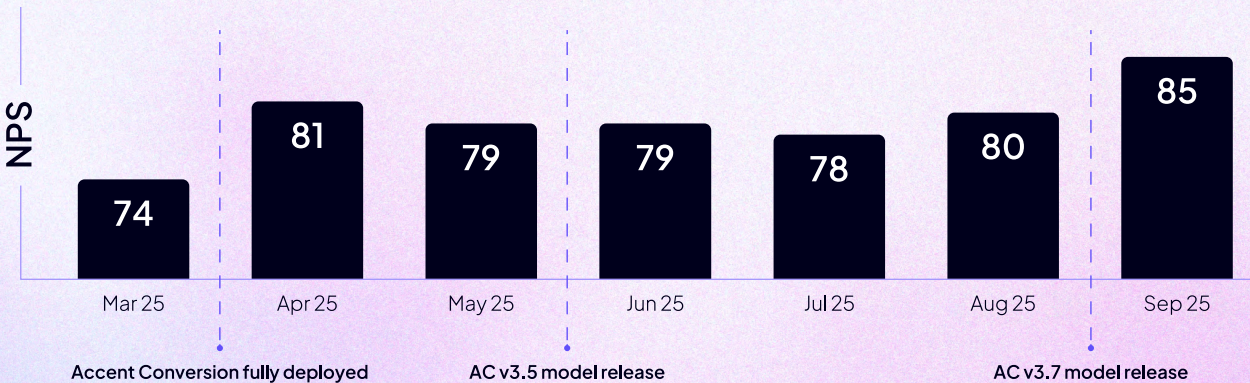
- Customer reports of a “language barrier” dropped by more than half — from **2.6% to 1.2%**.



By eliminating communication barriers with Krisp Accent Conversion, TTEC achieved **70% cost savings by safely moving voice programs from the U.S. onshore to India**, with no compromise in quality or empathy.



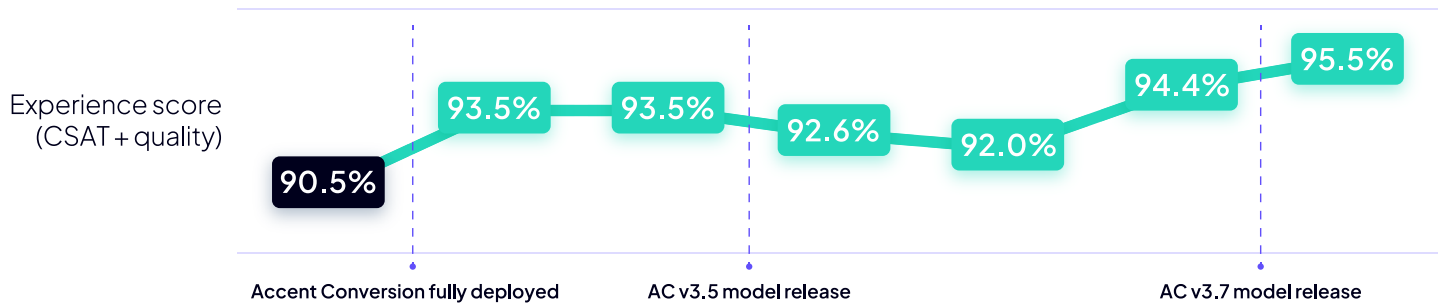
- NPS, one of TTEC’s core KPIs, increased from **74 to 85** as Accent Conversion matured through successive model updates.



“An 80+ NPS out of India is a spectacular number. It proves that with the right people, rigor, and technology, offshore delivery can excel.”

James Bednar, TTEC

- Meanwhile, experience scores (CSAT + quality) climbed from **90.5% to 95.5%**.



- Improved clarity and agent confidence drove a **26% increase in sales conversions** and an **8% boost in CSAT**.
- A **76% drop in noise-related complaints** signaled a clear lift in customer trust and call professionalism.
- At the same time, **environmental costs dropped 30%** as Krisp enabled more effective remote operations.

The human experience

For TTEC, Krisp didn't just make conversations clearer — it made them easier, more focused, and more human.

Agents reported feeling more confident, less fatigued, and more focused on solving problems instead of worrying about how they sounded.

This confidence translated directly into empathy, allowing agents to build rapport naturally, without scripted emotion.

“Customers no longer have to strain to understand, which means fewer repetitions, shorter calls, and less frustration.”

Biju Pillai
VP of India Operations, TTEC

“You can't fake empathy. Real empathy comes from connection, and that depends on clear, natural communication. Associates no longer need to focus on how they sound. They can now focus on connecting with customers and solving problems.”

James Bednar, TTEC

By removing the mental strain of accent control, Krisp gave agents the freedom to sound authentic — a subtle but powerful shift that elevated both employee satisfaction and customer experience.

Looking ahead

Building on the success of Noise Cancellation and Accent Conversion, TTEC and Krisp are exploring the next generation of AI solutions in CX, including real-time **Voice Translation**, **Agent Assist**, and **Speech Analytics** tools.

The partnership continues to expand, proving that advanced voice AI can enhance both human connection and business performance, not replace them.

[Request a demo today](#)

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