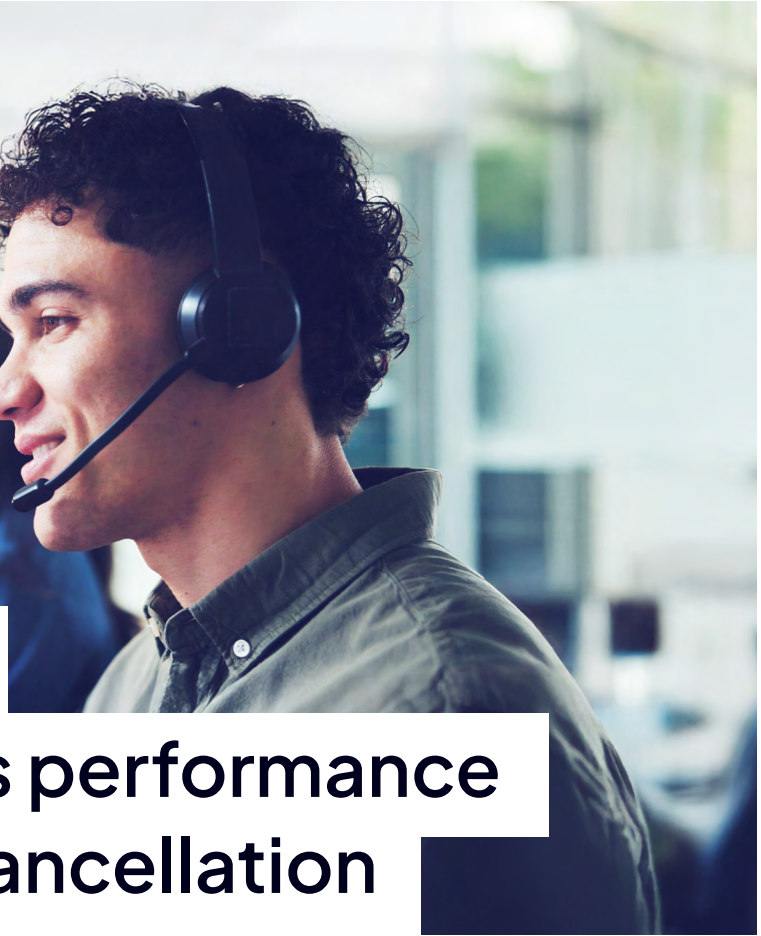




# Noise out, results in: iContact BPO boosts performance with Krisp AI Noise Cancellation



**HQ** Houston, TX, USA

**Industry** Business Process Outsourcing (BPO)

iContact BPO is a leading customer experience and outsourcing solutions provider, supporting global businesses with high-quality contact center and back-office services. With a technology-driven approach and a skilled workforce, iContact BPO delivers seamless customer interactions across multiple industries. Its international teams play a crucial role in enhancing customer satisfaction, ensuring businesses receive reliable support in managing service, sales, and operational needs.

## Executive Summary

iContact BPO partnered with Krisp to solve one of the toughest challenges in contact centers: background noise and voices. By deploying Krisp AI Noise Cancellation across 750+ seats, iContact cut call handling times, improved customer satisfaction, and created a more productive work environment for agents—strengthening its position as a global leader in high-quality BPO services.

## Results at a glance

- ✓ 25% reduction in Average Handle Time
- ✓ ~60% improvement in understandability scores
- ✓ Higher CSAT and QA ratings
- ✓ Fewer call disconnects and more

## The challenge: noise fatigue in a high-volume contact center

Operating from South Africa and serving international clients across industries like finance, healthcare, retail, and tech support, iContact BPO runs a bustling, high-volume contact center.

But with that vibrancy came a perennial issue: **background noise and voices**. Loud environments led to:

- **Miscommunications** and repeated questions
- **Increased average handle time** (AHT) and call disconnects
- **Lower customer satisfaction** (CSAT) and comprehension scores
- **Higher agent fatigue** and stress

Despite trying various headsets and noise tools, nothing delivered the consistent, clear audio needed to improve customer experience at scale.

## The solution: Krisp AI Noise Cancellation


iContact started with a pilot on healthcare campaigns—where clarity and accuracy are non-negotiables. The results spoke for themselves: **better Mean Opinion Score** of voice quality of any interaction, **faster handle times**, and **higher CSAT**.

That success led to a full rollout of **Krisp AI Noise Cancellation across 750 systems**, completed in just one week.

Krisp's technology provided **bidirectional Noise Cancellation**—removing background distractions for both customers and agents—as well as **Voice Isolation**, ensuring the speaker's voice comes through clean and professional on every call.

Key decision factors included:

- ✔ **Seamless integration** into iContact's tech stack with strong training and support
- ✔ **Compliance & security** with SOC 2, GDPR, and POPIA standards
- ✔ **Cost efficiency** with a license-per-system model, critical for three-shift operations
- ✔ **Proven quality**: the clearest and most reliable noise cancellation solution tested



**“By integrating Krisp AI, we’ve improved both agent and customer experience while reinforcing our commitment to innovation and better ways of working.”**

David Hood  
COO, iContact BPO



# Results: transformative impact on CX and agent experience

## Quantifiable impact

9%

reduction in Average  
Handle Time (AHT)

70%

fewer noise complaints  
from customers

30%

reduction in call  
disconnects

8%

improvement in  
QA scores

4%

increase in  
agent retention

24%

savings on enablement costs  
(less spend on headsets)

## Qualitative impact

Beyond the numbers, Krisp AI transformed daily life for both agents and customers. Agents experience **less fatigue and cognitive load**, staying **more focused** and **less stressed** throughout their shifts. Customers benefit from smoother, **distraction-free conversations**, with no need for repetition.

The improvement also **strengthens compliance** by reducing the risk of missed details in regulated industries like healthcare and finance. And with consistently clear, professional calls, iContact reinforces its reputation as a trusted global BPO provider—an edge that matters in highly competitive markets.

## A future built on Human + AI partnership

For iContact, the Krisp partnership is more than a technology deployment—it's a step toward redefining the balance between AI and human expertise in customer service.

With noise cancellation now a proven success, iContact is exploring next-generation innovations, such as **AI Accent Conversion and AI Agent Assist**, to further enhance clarity, reduce communication bias, and reinforce efficiency in any interaction.

The company firmly believes that technology and people are complementary: Krisp handles clarity, while agents bring the empathy, cultural affinity, and human touch that make South Africa one of the world's top BPO destinations.

**"Krisp's AI-driven technology has reduced the cognitive load on our agents, helping them stay focused and less stressed, while customers enjoy distraction-free, professional conversations. It's a win for both sides of the interaction."**

David Hood | COO, iContact BPO

[Request a demo today](#)

Request a demo to see how Krisp can elevate  
your contact center performance.