



How Movate scaled India voice operations with Krisp Accent Conversion



HQ: Plano, Texas, USA

Industry: IT Services, BPO & CX

Movate is a global digital technology and customer experience services company helping ambitious businesses modernize operations, deliver exceptional customer support, and drive digital transformation. With over 12,000 professionals across 21 global locations and an expert network spanning 60 countries, Movate combines agility and human-centered innovation to help clients grow, compete, and achieve measurable results.

Executive summary

Expanding voice operations to lower-cost geographies is one of the fastest ways for global BPOs to improve margins, but it introduces a predictable risk: accent-related comprehension gaps that can increase repetition, inflate handle times, and reduce CSAT.

Movate launched an India-based voice operation for a leading global retailer. The client's priority was clear: capture the cost advantage of India without sacrificing customer experience during the geography shift.

Krisp reduced that risk by improving speech clarity in real time through **Noise Cancellation** and **Accent Conversion**, enabling agents to sound clear and confident from day one, and helping Movate move quickly toward CSAT parity with legacy sites.

Key results

- 87% CSAT parity with legacy sites in 6 weeks
- 2.5x faster time-to-proficiency
- ~50% lower cost-per-minute vs. Costa Rica

The challenge: Keep CSAT high while expanding to India

Movate's client needed to expand voice operations to India to capture the cost advantage of the geography shift **without sacrificing customer experience**. The main risk was **accent friction**; customers struggling to understand agents, driving repetition, longer calls, and lower CSAT.

That challenge was even harder because there was **no sandbox training environment**, meaning agents had to ramp directly in customer-facing interactions. Traditional accent coaching and call quality improvement were largely manual, too slow and too limited to match the pace the client demanded.

Movate needed a solution that could work at speed, at scale, and in production from day one.

Krisp was the clear choice for Movate

Movate discovered Krisp through an AI-led voice enhancement pilot in India. In a dual-pilot with **36 associates**, Movate benchmarked Krisp against an alternate AI speech enhancement vendor across the metrics that mattered most:

- Accent intelligibility and parity
- Noise cancellation stability
- CSAT parity and customer sentiment
- Cost-per-minute impact.

Krisp emerged as the clear winner across the evaluation. It delivered stronger clarity, stronger stability, and better customer experience outcomes, making the decision to move forward with Krisp straightforward.

Earlier results from **Noise Cancellation** also reinforced confidence to expand into **Accent Conversion**, and the ease of deployment enabled full migration in **four weeks** after the pilot.

"Maintaining CSAT during our India operations expansion was non-negotiable. Krisp Accent Conversion gave us the clarity and confidence to scale without compromising customer experience."

Mandeep Kwatra – VP, Practice Head for CX Transformation at Movate

Implementation

Krisp was deployed as the real-time voice clarity layer and integrated with Movate's **AI simulation training** and **AI-powered coaching** platforms. After initial tuning to optimize accent parity across customer segments, agents trained with Krisp enabled from day one, supporting faster coaching cycles and more consistent early performance. This allowed clarity to be built into the ramp process rather than corrected after performance gaps emerged.

The rollout covered **pre-sales** (queries, orders, upselling) and **post-sales** (delivery tracking, issue resolution, returns). Movate began with the **36-agent pilot** and is scaling toward **550 agents by end of 2026**.

Measured impact

Operational impact

87% CSAT parity with legacy sites in 6 weeks

2.5x faster time-to-proficiency

~50% lower cost-per-minute vs. Costa Rica

~28% lower cost-per-minute vs. the Philippines

Experience impact

- **Clearer calls end-to-end:** Agents said customers understood them faster, with fewer interruptions and fewer requests to repeat or rephrase.
- **Less effort for agents, more confident delivery:** With accent friction reduced and noise removed, agents felt more comfortable on calls and could focus on helping the customer instead of managing clarity.
- **More consistent CX across geographies:** Supervisors and agents observed that India calls felt closer to legacy-site quality, supporting a smoother offshore customer experience.

In just six weeks, the India site moved close to legacy-site performance, validating the expansion strategy.

"Krisp has made a real difference in how we communicate with customers. The call sound clearer and more natural, and customers don't even realize they're speaking with an offshore representative. It's boosted our confidence and made every conversation smoother."

Movate agent

What's next

Movate currently has over 350 Krisp accounts deployed and is expanding Accent Conversion to additional geographies while exploring next-step capabilities such as Voice Translation, Agent Assist and Speech Analytics to unlock the next phase of AI-powered customer experience.

For Movate, Krisp is more than a voice enhancement tool, it's becoming a foundation for scaling AI-first CX operations across new markets.

[Book a demo today](#)

See Krisp Call Center AI in action and learn how your teams can deliver clearer, more confident customer conversations