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The 2025 State of Voice in CX

Trends, Tech, and Budget Shifts
from 819 CX Leaders
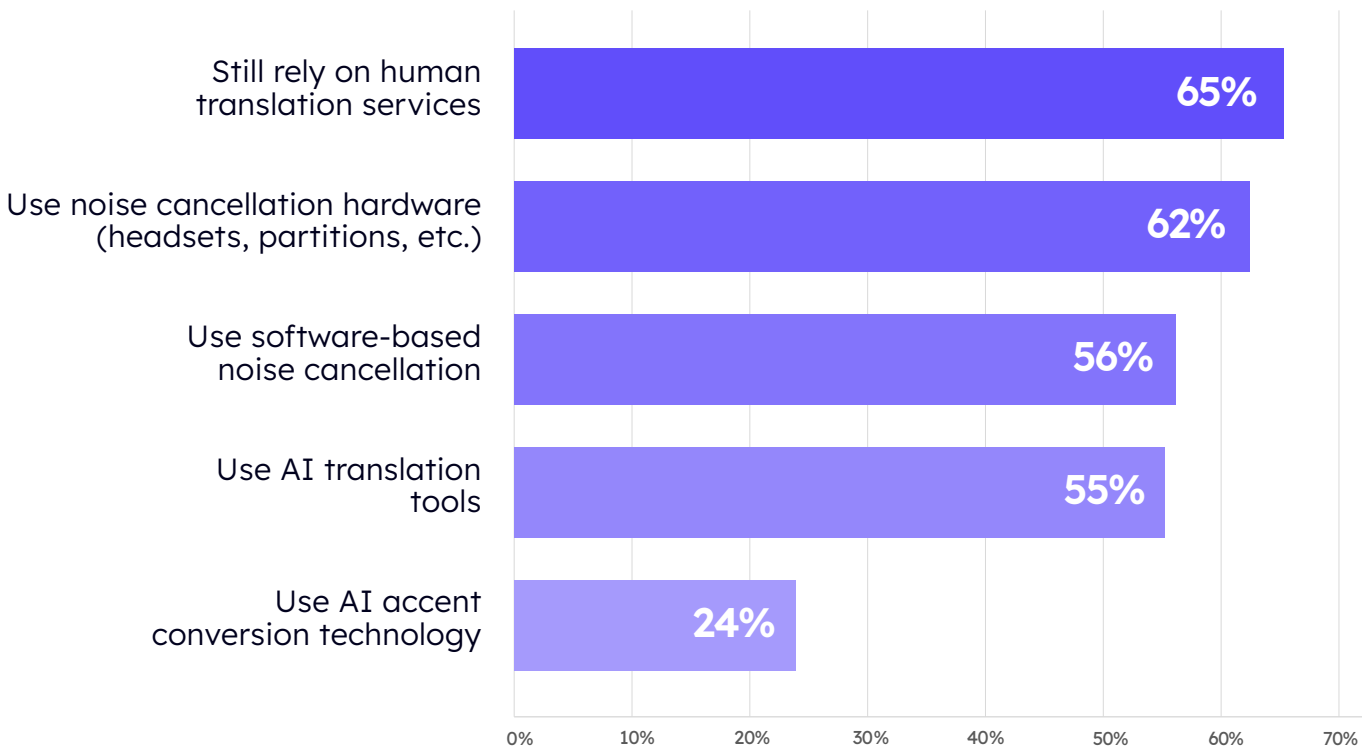
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AI in CX: 2025 Trends

Enterprise contact centers are under pressure to do more with less. Between rising labor costs, high customer expectations, and the complexity of serving global audiences, operators are rethinking how they use technology. A new global survey of 819 enterprise CX leaders shows a clear trend: AI-powered tools are no longer a future priority—they're a near-term requirement.

This report examines what solutions contact centers are currently using, what they plan to adopt next, and how those decisions vary by region and industry. The results reveal a sharp divide between AI "leaders" and "laggards," and suggest that organizations waiting for perfect solutions or outsourcing everything to BPOs may fall behind.

What CX Leaders Are Using Today, and What's Holding Them Back

Contact centers have never had more tools to improve voice support. But the 2025 data shows that most operations are stuck in transition—caught between legacy, resource-intensive fixes and emerging AI-powered solutions.

The Voice AI Tech Mix Today:

Category	Percentage
Still rely on human translation services	65%
Use noise cancellation hardware (headsets, partitions, etc.)	62%
Use software-based noise cancellation	56%
Use AI translation tools	55%
Use AI accent conversion technology	24%

This mix reflects both effort and inertia. CX leaders know voice is a problem—and they're deploying fixes. But many are still leaning on labor-heavy or hardware-heavy solutions that don't scale, don't adapt, and don't solve the whole problem.

The Hidden Cost of Layered Solutions

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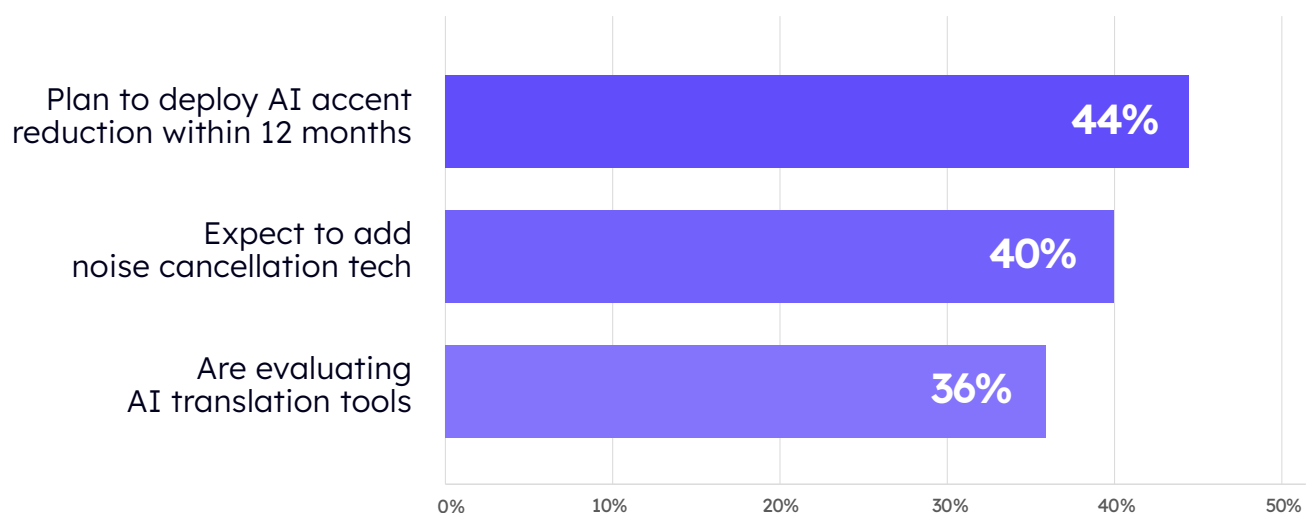
- **Customer experience suffers** — Calls are often disrupted by background noise or slow translation handoffs

- **Agents face complexity** — Instead of focusing on the customer, they're managing tools and workarounds

- **Quality is inconsistent** — What works in one country or language may not work in another

- **Costs stay high** — Equipment breaks, human services add up, and managing multiple systems creates overhead

The survey shows that many CX leaders plan to deploy new AI tools within the next 6–12 months. But many are still relying on outdated systems while they wait. That creates an opening—for those ready to move—to gain speed, cut costs, and deliver better service while others stall in transition.

Contact centers don't need more tools. They need better voice infrastructure.
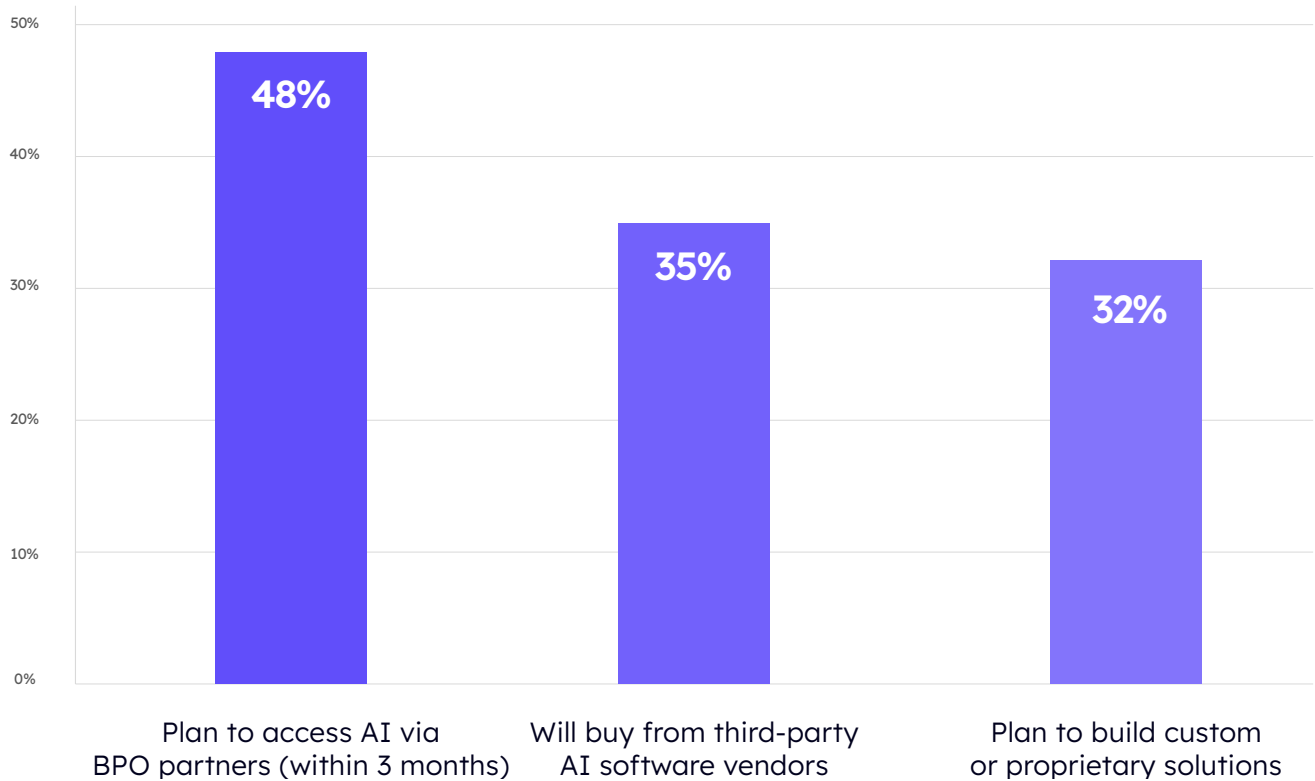
What's Coming Next

A large portion of contact centers not currently using these technologies are planning to adopt them soon:

Plan to deploy AI accent reduction within 12 months	44%
Expect to add noise cancellation tech	40%
Are evaluating AI translation tools	36%

The majority of this planned adoption falls within a 6–12 month window. This points to a market actively modernizing its voice stack in the short term.

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The BPO Shortcut

How Enterprises Plan to Deploy AI

|		
48%	**35%**	**32%**
Plan to access AI via BPO partners (within 3 months)	Will buy from third-party AI software vendors	Plan to build custom or proprietary solutions

Takeaway: BPOs are seen as the fastest path to AI, but this presents a risk. Enterprises that rely too heavily on BPOs may lose speed, flexibility, and control.

Budgets Reveal Where the Pain Is

Voice support remains expensive, especially onshore:

- Over **50%** of companies spend the majority of their voice budget on onshore live agents

- In contrast, offshore agents, automation, and AI services account for far smaller slices

This imbalance suggests that enterprises still rely on expensive labor to solve communication problems that AI-powered tools are now capable of addressing more efficiently.

Over **50%** of voice budgets go to onshore agents
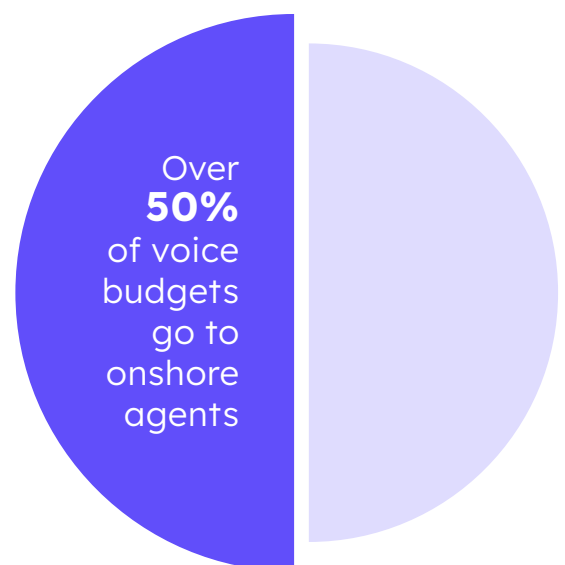
What This Means for the Industry

1. AI is entering a mainstream deployment phase.

The majority of contact centers plan to add AI-powered voice tools this year. Waiting is no longer a safe strategy.

2. Accent and language gaps remain a top challenge.

Adoption of AI Accent Localization and real-time interpretation remains behind noise suppression and translation, despite clear benefits.

3. BPOs are filling the AI gap for now.

But enterprises that take direct ownership of AI tools will be better positioned to reduce costs, improve CX, and move faster.

4. Onshore support is driving cost pressure.

With over half of CX budgets going to domestic voice agents, the incentive to shift to offshore + AI is strong—if the accent/language barrier can be solved.

Conclusion

AI is no longer hype in CX. It's a practical tool that contact center leaders are adopting to reduce costs and improve outcomes. The organizations that act now, especially on solving language and accent barriers, will gain a competitive edge in service quality, efficiency, and talent flexibility.

To learn how Krisp can help you modernize your voice support with real-time voice AI, visit krisp.ai/contact-center.

About Krisp

In an era where **72% of consumers trust companies less than they did a year ago**, delivering exceaptional customer experiences is critical. Krisp's Voice AI addresses this challenge by enhancing clarity, efficiency, comprehension, and engagement in every interaction, leading to improved CSAT, FCR, and reduced operational costs.

From AI-powered **noise cancellation** to **real-time accent conversion** and **voice translation in 80+ languages**, Krisp ensures every call is clearer, faster, and more effective.

Real-Time Voice AI. Real Results.

25% increase in **FCR**	**30%** reduction in **cost**	**78%** decrease in **noise complaints**	**8%** increase in **CSAT**
10% reduction in **average handle time**	**26%** boost in **sales conversions**	**25%** increase in **agent satisfaction**	**20%** decrease in **calls abandoned**

> At Everise, we believe the future of CX lies in empowering people with the right technology. We are proud to partner with Krisp to further our shared vision of amplifying the human touch with real-time AI. Together, we're helping enterprises meaningfully elevate every customer experience. This is innovation with impact – and it's the future of CX.

Sudhir Agarwal
Founder and CEO

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