krisp

Goodye Distractions,
Hello Effective Online Meetings

Krisp is your team's ticket to increased confidence, engagement, and collaboration in a hybrid working world

Just because we've all grown used to working remotely, oftentimes from the "comforts" of our own homes, doesn't necessarily mean it has become any easier for us or for the businesses that have had to shift their workforces to remote or hybrid.

It goes without saying that working away from the office comes with a slew of challenges, including a fair share of distractions. From dogs barking to babies crying to doorbells ringing—just to name a few—the most unexpected and unwanted disruptions have an uncanny way of happening at the most inopportune moments, smack dab in the middle of online meetings with our colleagues, customers, and other collaborators.

And as the ebb and flow of the pandemic kept us on our toes for the last two years, the only constant seems to be the reality that the hybrid working world is here to stay. For businesses, this is a major departure from a traditional "employees must be at the office to get work done" mentality. If we've learned anything from this pandemic, however, it's that many office jobs could still happen remotely without skipping a beat. This has given businesses a good reason to rethink many of their once tried-and-true operational standards in a post-pandemic world.

For one, the role of technology in keeping the proverbial trains running—including helping managers maintain their team's ability to stay connected and also remain productive despite their physical distance from each other—has become a huge area of focus and investment over the last two years. Equipping employees with the right tech, tools, and solutions has been the key to ensuring a continuous and seamless flow of work.

Unfortunately, all of the latest and greatest tech in the world can't stop distractions from actually happening around you during online meetings. Much of that is out of our control, whether we like it or not. But that doesn't mean there can't be a way to safeguard our online meetings from going pear-shaped as a result. This is where Krisp steps into the picture.

"The key to being seen as professional requires that you sounds good. It you have broken, choppy sound, or annoying background noise your audience will suffer and, by extension, your career. Krisp cleans up my audio."

- **Tom Whaley**, Senior Software Engineer at AppFolio

Although we can't give you a magic wand to make all of those distractions disappear, we do make it possible for them to be non-existent for everyone else on your call with just a single click. And that's just the noise cancellation part of what Krisp offers. Taking that a step further, we're introducing new ways for teams to make their meetings more effective, too.

We'll get to all of the benefits of Krisp in a second. Before doing that, however, let's take a closer look at why a solution like Krisp is more important today than ever before. At a time when hybrid work is quickly becoming more of the status quo with each passing day, teams—and most certainly, team leaders and managers—need a better, more effective way to overcome the challenges that go hand-in-hand with communicating and collaborating in online environments.

It's time to break down the "invisible wall" of the mute button

No one will argue that communicating with each other via digital screens is simply not the same as communicating face-to-face. While technology has certainly advanced in mind-blowing ways to make online interactions more real-world-like than ever, there's a naturally unavoidable amount of distance that exists between participants during online meetings.

In a world before Krisp—which, from our perspective, is an unthinkable reality—the typical online meeting goes something like this. The team manager or whoever is running the meeting starts by asking everyone to mute their lines. Or in a more rogue move, just mutes everyone's lines outright and tells participants to unmute when it's their turn to speak.

Let's be honest, not everyone always follows the rules or, and this is the more likely case, participants simply forget to mute and unmute as the call goes on. This creates a cacophony (literally!) of sounds that make it hard for people to stay focused on the conversation at hand.

Herein lies the more endemic problem: the infamous mute button. The simple act of muting and unmuting—which is a byproduct of being innately concerned about noises and distractions swirling around you—makes it hard for call participants to stay focused and engaged in the conversation at hand. In many ways, it creates a barrier that further strengthens the "invisible wall" that ultimately gets in the way of the natural flow of online meetings.

Plus, when there's a lot of activity swirling around employees in their non-office work environment, the knee-jerk reaction for them is to keep the mute button on to avoid looking unprofessional in front of whoever else is on the call. This can create a tremendous amount of stress and anxiety, making people less confident on calls and, thus, less willing to risk disrupting a call to ensure their voice—and point of view—is communicated and heard.

Then there's also the case of the mute button operating as a "protective shield" that enables people to play a more passive role in their online conversations. While they may be physically present in those online meetings, keeping themselves muted the entire time means they're only listening in and not necessarily participating actively. Or participating in equal amounts to other more extroverted or outspoken team members on the call.

Whether people are trying to keep whatever havoc is happening around them from disrupting their online meetings or simply choosing to be less engaged in a team's conversation by keeping themselves perpetually on mute, hiding behind the mute button has created even more distance between remote teams. And it doesn't make solving the bigger issues around team collaboration, engagement, and productivity in this new era of remote work any easier.

Krisp makes the mute button a moot point!

Knowing that the mute button is one of the biggest culprits impeding the effectiveness of virtual team meetings, the engineers at Krisp decided to put advanced artificial intelligence (AI) and machine learning to work to make the mute button a non-issue once and for all.

But simply giving people a reason to not be trigger happy with the mute button wasn't enough. We also wanted to provide hybrid teams with useful tools to help them get the most out of their online meetings. Krisp, therefore, achieves this on two key fronts:
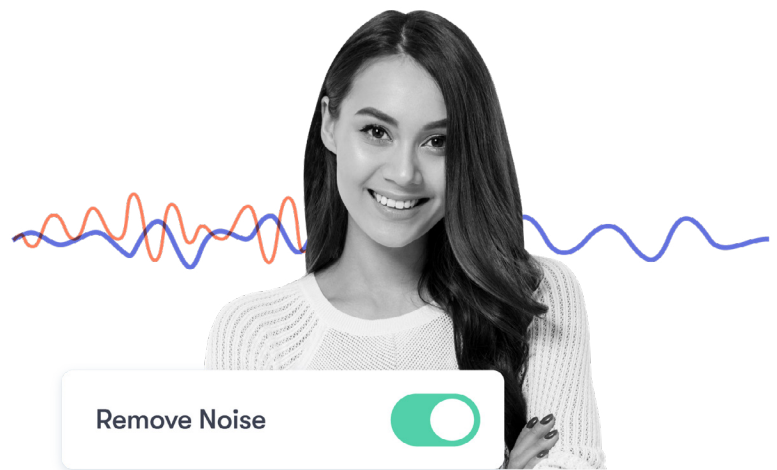
1. Meeting Experience

From the very beginning, Krisp's core functionality has been noise cancellation—and, quite frankly, we do it better than any other player in the market. This is because we've taken a full 360-degree approach to make background noise virtually disappear like magic.

Here's what that actually means when you look at the app's features and functionality in detail:
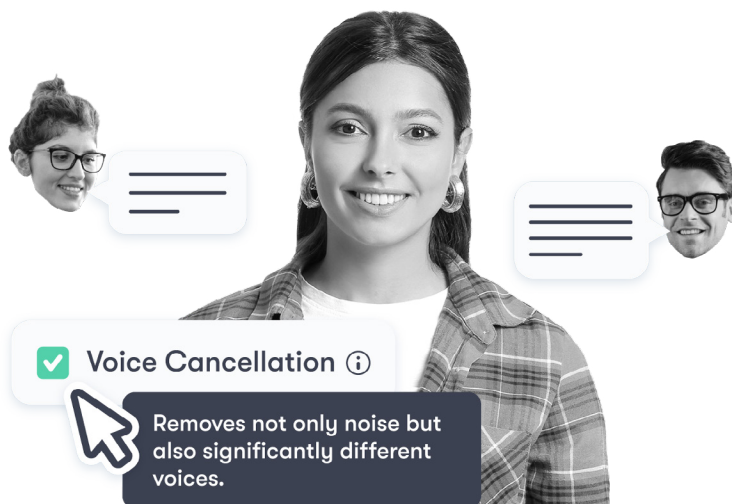
Bi-Directional Noise Cancellation

In the simplest of terms, Krisp serves as an AI-powered layer that sits between users and the microphones and speakers natively installed on their devices. Headsets fall into this category, too. When Krisp is installed on a device, with a single click you can filter out all of the background noises happening within your environment so that people on the other end of the line—whether be it a softphone-based online call or a video meeting with multiple participants—don't hear anything else other than your beautiful voice.

That alone is a massive feat in and of itself. However, what makes Krisp even more unique, setting it miles apart from others who merely dabble in the world of noise cancellation, is the promise of bi-directional noise cancellation.

Remove Noise

What this basically means is that—thanks to this aforementioned AI-powered layer—potentially disruptive sounds coming from other participants on the call, whether or not they have a noise cancellation solution installed, will be filtered out, too. The end result is much clearer call quality, where all participants on a call can hear each other's voices loud and clear without noises getting in the way.

Voice Cancellation ⓘ

Removes not only noise but also significantly different voices.
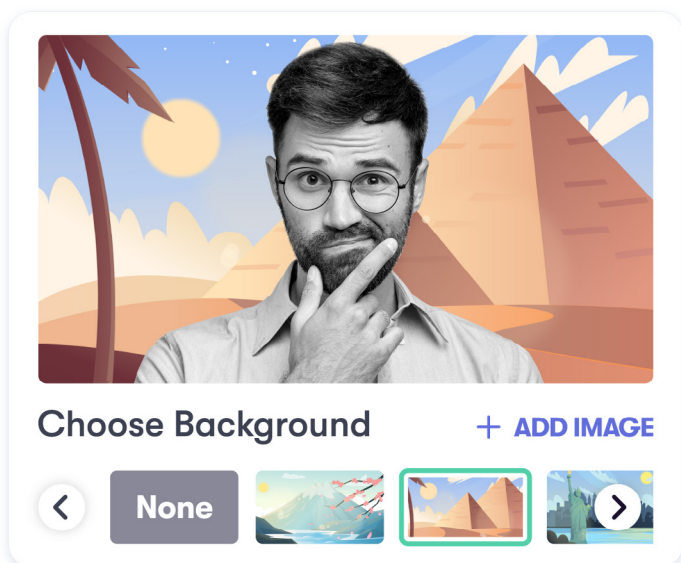
Voice Cancellation

Krisp has recently gone where noise cancellation hasn't gone before. Now, in addition to filtering out background noises, Krisp can be programmed to recognize your voice's pitch— high, medium, or low—and then subsequently filter out competing voices that are not in your same pitch range. This is a gamechanger for people who work in open-office or co-working spaces where it can be easy for other people's conversations in the background to be picked up during calls.

Even more, we're already working on innovating this feature further so that, eventually, it can instantly shine a spotlight on a single user's voice just with the toggle of a button.

Echo Cancellation

We've all been on those calls where a room's acoustics—from home office setups to conference rooms at the office—lend themselves to all sorts of echoes and reverbs that make it really hard to understand what someone is saying on a call. Krisp corrects for this as well, once again ensuring a user's natural HD voice quality.

Auto Echo Cancellation

Choose Background   + ADD IMAGE

None

Virtual Backgrounds

Depending on the nature of your online meeting, sometimes you don't necessarily want other participants to see what's happening in the background. Or during a sales call, for example, you might want to create a professional, fully-branded experience (versus putting your dining room home office setup on display).

With Krisp, you can choose from a variety of pre-populated virtual backgrounds or even upload your own to create the most optimal video call experience possible. And as the cherry on top, these virtual backgrounds can be applied to any online meeting regardless of the video conferencing app you use. In other words, choose your background within the Krisp once and then use it everywhere—instantly.

Seamless Integration

Similar to Virtual Backgrounds, once Krisp is installed on your device, it can

be used as the default microphone and speaker on any softphone or online conferencing app imaginable—even when you use headphones for your calls. Basically, Krisp acts as a single noise cancellation solution that can be downloaded once and used seamlessly, with just a single click, whether or not the apps you use already have a built-in noise cancellation feature or not. But trust us, even if they do, their ability to minimize noise is a far cry from what Krisp's superpowers can do.

2. Meeting Insights

Although noise cancellation is Krisp's bread and butter, we are rapidly unveiling a suite of new features to help individuals and teams visualize real-time call metrics like never before. Here's a preview of what's available today as well as what's coming in the near future:

Talk Time

This newly-released feature allows people to visually keep track of how much time they spend talking in relation to other participants on any given call. For example, it can encourage super talkative folks to be a bit more mindful about hogging the spotlight—and, thus, potentially shutting others out of the conversation—while also giving less assertive team members a gentle nudge to speak up and make their voices heard. And for managers stop online calls, looking to boost engagement and collaboration across

their dispersed team, especially at a time when people are really getting burned out from non-stop online calls, it can be an effective way to ensure that people don't allow themselves to fall into the rut of hiding behind the invisible wall of the mute button.

Meeting Insights

You now have access to metrics and visualizations for monitoring how many minutes you spend in online calls per day, the average duration of those meetings, how that time is spent across different online conferencing apps, and the number of calls made (per hour and per day).

Noise Insights (Coming soon!)

In a parallel path, the app will also soon be able to provide you with metrics pertaining to the amount (in minutes) of noise being filtered out successfully via the Krisp Microphone and the Krisp Speaker—serving as a great reminder that the Krisp is working at all times, whether you think about it or not.

Finally, we're going to start sending out Weekly Insights Emails to Krisp users and team- or enterprise-level admins, providing a snapshot of the effectiveness of Krisp in keeping online calls as noise- and distraction-free as possible for their teams. These emails will also shed light on how much individual users are actively participating in online meetings. Our hope is that these insights will unlock new potential for collaboration, cohesion, and engagement across teams.

Effective online meetings for the win!

If the people on your team have experienced any of the challenges mentioned here, then Krisp Noise Cancellation and meeting insights can help restore the confidence of your team and the effectiveness of their online meetings. At the end of the day, our goal is to make the mute button a thing of the past, so people can stay more focused on their conversations and be less concerned about whether or not background distractions will get in the way whatsoever. And while you may have never thought of the mute button as one of the biggest root problems leading to ineffective online meetings, it's probably because you just haven't experienced a meeting where you could forget about the mute button altogether.

The good news for you: Krisp can instantly give your team communication superpowers that will undoubtedly lead to greater team collaboration, engagement, and productivity. We're pretty certain that once you try Krisp, you'll never want to experience meetings without it again.

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With features such as bi-directional Noise Cancellation that work on any online conferencing solution, only Krisp allows professionals across departments, companies, and industries to feel more confident and professional during their virtual calls with coworkers and customers.

Request a Demo Today