



krisp

2026 State of Voice in CX

What CX leaders are deploying today, what's holding them back, and what's coming in the next 12 months

Trends, Opportunities & What's Next

Driven by rising labor costs, high customer expectations, and global audience challenges, enterprise contact centers are fundamentally rethinking voice. Our annual survey of 815 CX leaders across 12 countries, in partnership with Ryan Strategic Advisory, reveals an accelerating market where AI voice tool adoption is happening now, pipelines are large, and procurement channels have shifted significantly from 2025.

Key Findings

40%

cite hiring & staffing as the **#1 barrier** to scaling voice CX globally

5.0/6.0

impact score for Agent Assist: the highest-rated voice AI capability

60%

plan to adopt AI Voice Translation in the next 6–12 months

55%+

still allocating budget to onshore live agents

About the Research

Who We Surveyed

Krisp, in partnership with Ryan Strategic Advisory, surveyed 815 enterprise executives with strategic decision-making authority over contact center operations.

Interviews were conducted by phone across 8 languages.



1. Scaling Challenges

What’s holding voice CX back

Respondents were asked to select their top two barriers to scaling voice support globally. The results are unambiguous: the problem is talent and language.

Barriers to scaling voice support



Top finding

40%

Hiring & staffing in required regions/languages is the single biggest barrier to global support, cited 186% more than technology integration & system complexity.

Key takeaway

Staffing shortages and multi-language costs are where voice AI can have the greatest operational impact. Rather than hiring more agents per market, enterprises can extend existing teams with AI-powered language and voice tools.

2. Technology Impact

What would move the needle most

Respondents rated 8 voice AI capabilities on a 1–6 impact scale. Agent assist and speech analytics led the pack, with both scoring 5.0 out of 6.

Capability impact scores (out of 6, cross-market average)



Highest impact

5.0

Agent Assist and Speech Analytics both scored 5.0/6. Real-time coaching (4.9) and multilingual AI (4.8) followed closely.

Perception Gap

AI Voice Clarity & Noise Cancellation was rated lowest at 4.2 — yet clean audio is the prerequisite that makes every higher-scored tool work reliably.

Reading the Data

Why does language top the barriers list but Agent Assist tops impact?

This is a sequencing signal, not a contradiction.

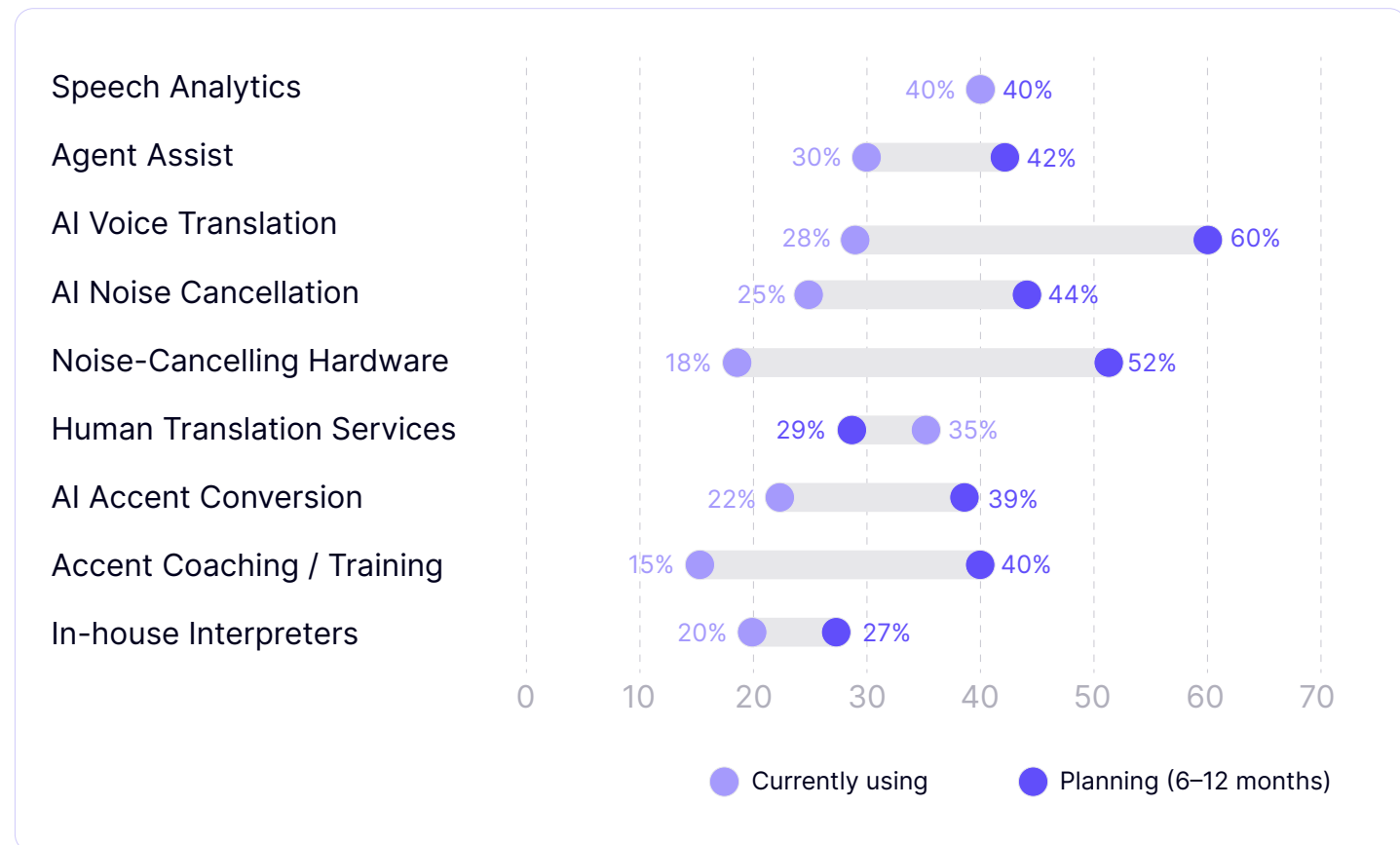
Language gaps are the pain; agent assist and real-time coaching are the coping mechanisms. When enterprises cannot hire enough multilingual agents, they augment existing staff with AI to make them faster and more effective.

Language-specific AI ranks just behind, indicating that enterprises plan to resolve surface issues before targeting the root cause.

3. Adoption Landscape

The Adoption Race

Contact centers have more voice AI options than ever, but the data shows a market in mid-transition: well past the point of “exploring AI,” not yet at the point of full AI deployment. Enterprises are running legacy and AI tools in parallel.



Across every AI category, planned adoption outpaces or matches current usage, signaling a market about to tip.

The hidden cost of layered solutions

Many CX operations today still run patchwork stacks that combine AI, human services, and legacy hardware. The result is a system that is simultaneously expensive and underperforming:

Customer experience suffers: noise, slow translation handoffs, and accent friction interrupt calls

Agents face complexity: managing tools instead of focusing on the customer

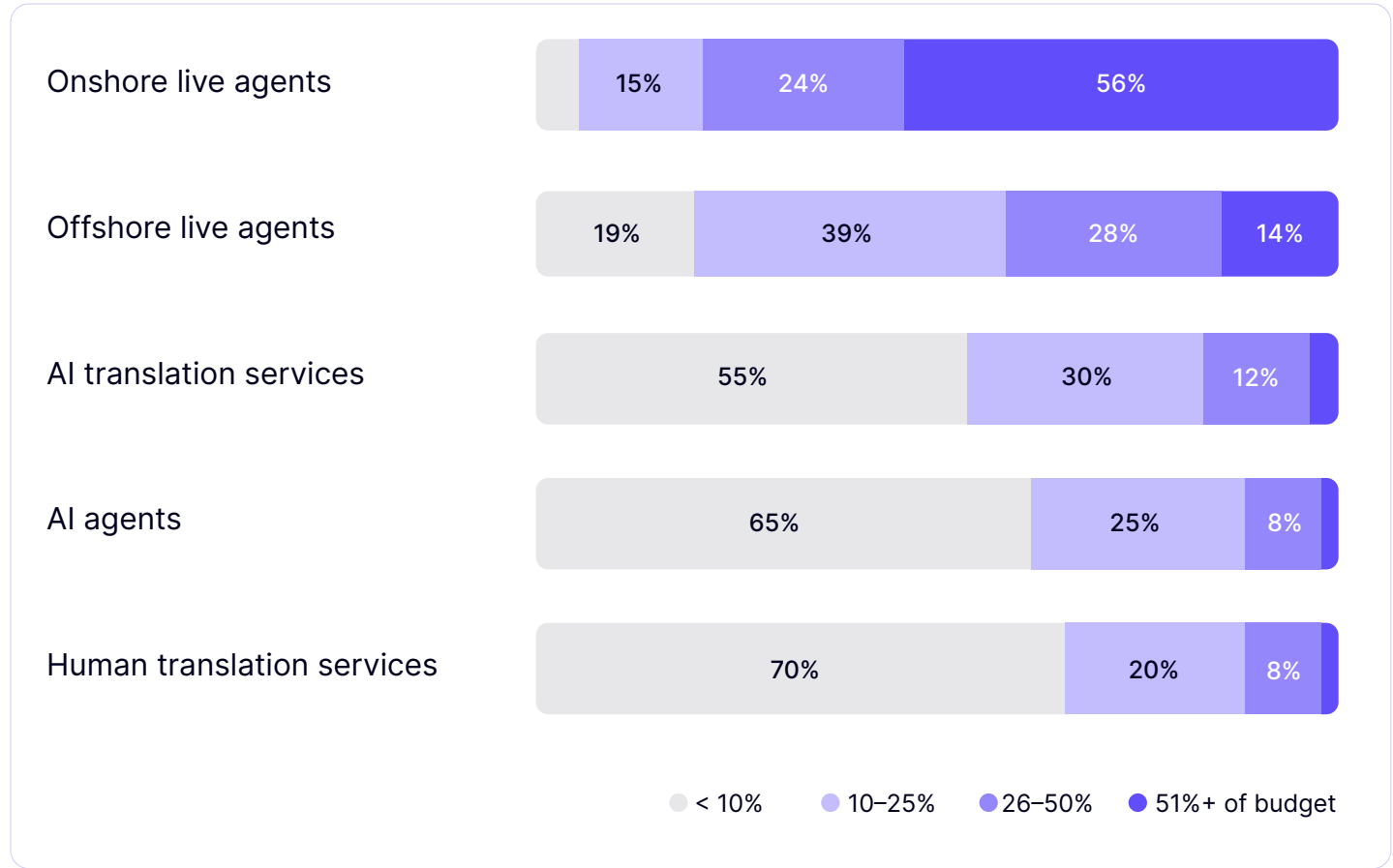
Quality is inconsistent: what works in one language or region breaks in another

Costs stay high: multiple systems, human services, and equipment overhead compound

4. Budget Reality

Where the Money Is Going

Enterprise CX budgets still skew heavily toward human labor, especially onshore agents. AI tools remain a small fraction of overall voice spend.



The Cost Gap

Budget allocation is inverse to efficiency potential. AI tools addressing language and quality offer a major opportunity to reshape CX economics.

Onshore live agents: 56% allocate more than half their budget to onshore human support.

AI tools: 65% spend less than 10% of their budget on AI agents, and 55% spend under 10% on AI translation services. There's massive headroom.

The Opportunity

With labor as the largest cost center, enterprises should rethink how people, technology, and global delivery models integrate to ease pressure, scale globally, and deliver consistent service.

5. Year-Over-Year

What’s changed since 2025

Comparing year-over-year findings reveals a market accelerating toward AI and pulling away from legacy solutions.



Human translation reliance



The share of enterprises relying on human translation services dropped by nearly half as AI alternatives gain ground.



Voice Translation intent



The pipeline for AI Voice Translation ballooned from 36% evaluating in 2025 to 60% planning adoption in 2026.



Accent Conversion adoption



AI Accent Conversion moved quickly toward mainstream adoption, with current and planned usage rising from 24% to 61% in one year.



AI Noise Cancellation



Combined current and planned adoption of software-based AI Noise Cancellation now reaches 69% of the market.



Speech Analytics maturity



Speech Analytics is now the most mature AI deployment with only 20% not pursuing it.



AI Delivery Channel



CCaaS overtook BPOs in 2026 as the leading delivery path for Agent Assist, Speech Analytics, and AI Noise Cancellation, while both tied for Accent Conversion and Translation

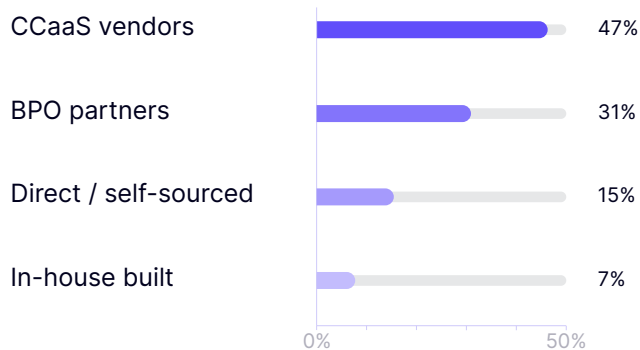
6. Delivery & Sourcing

How AI Is Being Deployed

CCaaS vendors have emerged as the leading delivery channel for AI-powered voice tools, marking a significant shift from BPO-led AI in 2025.

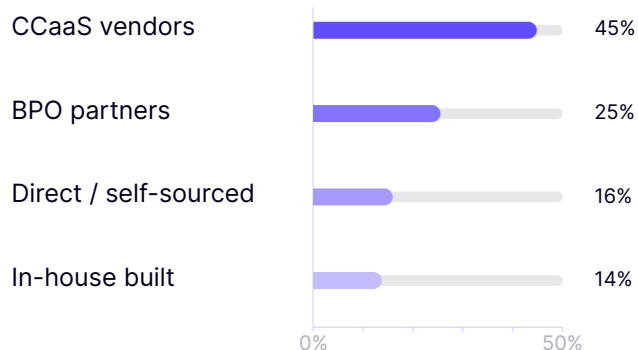
Speech Analytics

CCaaS leads



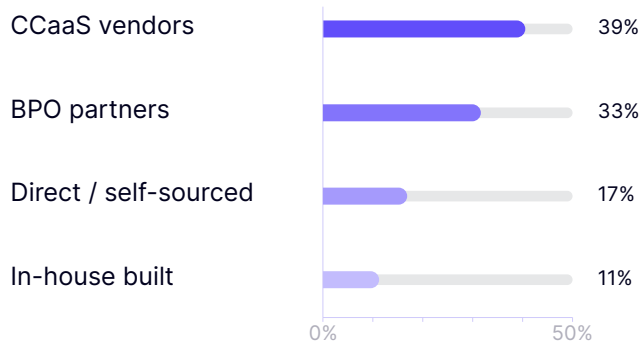
AI Noise Cancellation

CCaaS leads



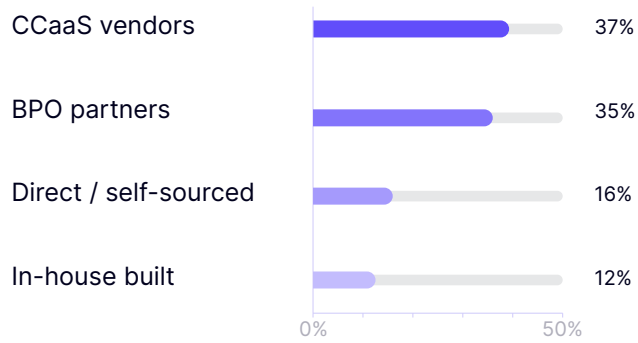
Agent Assist

CCaaS leads



AI Voice Translation

CCaaS has a slim lead



The shift is not only about which vendors enterprises choose. It changes who controls the pace of deployment, integration, and improvement. For CX leaders, the next question is no longer whether to adopt AI, but how to redesign the operating model around it.

7. Implications

What This Means for the Industry

01 | AI is now a deployment decision.

Speech analytics (80% current or planning), agent assist (72%), and AI voice translation (88%) have all crossed the threshold from “emerging” to mainstream. Waiting is a competitive disadvantage.

02 | Talent gaps are a scaling bottleneck.

40% of CX leaders name staffing as their #1 barrier. Hiring more human agents in each region is not a scalable strategy. AI-powered language and voice tools are the lever that unlocks global reach without proportional headcount growth.

03 | CCaaS vendors take the lead in AI delivery.

In 2025, BPOs were seen as the fastest path to AI (48%). In 2026, CCaaS vendors lead sourcing preferences across the major AI voice capabilities measured in this study. Direct relationships with AI-native vendors may give enterprises more control over deployment, integration, and iteration.

04 | Onshore cost pressure will accelerate AI adoption.

With 56% of voice budgets going to onshore live agents, the ROI case for AI is compelling. Solving for accent and language barriers removes key reasons enterprises rely on expensive onshore-only staffing models.

Voice CX is entering a new operating phase.

The constraint is no longer access to technology, but how quickly enterprises can redesign staffing, service delivery, and investment around it.

The leaders will be those that use AI as a way to simplify operations and scale consistent service across markets.



About Krisp

Krisp's real-time voice AI technology enhances digital voice communication through bidirectional accent conversion, live speech-to-speech translation in 60+ languages, agent assist, voice security and speech analytics, all built on patented, award-winning noise cancellation models. Today, Krisp is deployed on over 200 million devices and processes over 80 billion minutes of voice conversations every month, with innovations recognized by Forbes, TIME, Gartner, Fast Company, two 2026 Webby Awards for Technical Achievement, and CCW's 2026 Disruptive Technology of the Year.

Voice AI for the real world.

Real results:



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



Explore Krisp for Contact Centers