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## From Fragmentation to Focus: A Practical Playbook for Eliminating Agent Burnout

Contact center agents are caught between a rock and a hard place. In this era of innovation and transformation, agents face friction at every turn as contact centers migrate various systems, processes, and functions to AI tools. Externally, agents are met with confused and frustrated customers struggling to adapt to newly designed experiences that are more reliant on digital and AI-powered interactions.

All of this change leaves agents adrift, unable to provide meaningful resolutions for customers and incapable of working efficiently and effectively within their teams. It does not take long for this double-edged sword to erode the quality of agents' work experiences to the point of disengagement, burnout, and attrition.

While burnout is traditionally characterized as the result of a long, drawn-out process in which the spirit and motivation of employees are whittled down, under intense conditions it can happen more quickly. Today's agents are not just faced with difficult customer interactions, they are also operating within an ever-changing contact center, with a constant awareness of the fact that AI is in the process of fundamentally altering their role. The unique conditions of this transitional period are the perfect recipe for accelerated burnout.



As agents become more burnt out, they have a much harder time accessing those uniquely human skills that allow them to create experiences infused with empathy, understanding, and nuanced critical thinking. It is in these situations where the value of the human touch is made clear: while contact centers can staff for high turnover in the short term, the cost of eroded customer trust will be far higher than any meaningful investment in employee engagement.

**"2026 will be about focus. Companies are getting intentional about where and why they deploy AI. They're focusing on cost impact, measurable use cases, and proven results from real deployments. We're moving from experimentation to execution."**

**- Davit Baghdasaryan, CEO & Co-Founder of Krisp**

Agent burnout is especially toxic to contact centers that are in the process of establishing new systems, training AI, or scaling operations. Consistency is especially critical in these periods, further emphasizing the need for engaged agents.

## WHAT'S BRINGING AGENTS DOWN?

Widespread burnout is more than just disengagement, it is disengagement at a boiling point. Agents experiencing burnout often cannot cite just one reason for their malaise; it is a sense of overwhelm that pervades the contact center atmosphere and prevents meaningful work. While every workplace is different, the challenges agents encounter that most often lead to burnout fall into three distinct categories:

### 1. Fragmented systems

When their day-to-day is full of moments of frustration and disruptions to their momentum, even the most motivated agents' performance will suffer. When agents are forced to jump between different applications, often duplicating their efforts and pulling their attention away from the customer's issue to navigate between tools, it becomes much less likely they will be able to deliver a high-quality experience.

The disjointed nature of the agent tool box is often the result of leaders assessing and exploring tools in isolation and failing to consider how they will fit into the greater tech stack. Only 38% of leaders rely on a data-driven framework for identifying and prioritizing AI opportunities, while 37% rely on insights and recommendations from leaders, employees and other stakeholders, and 11% focus on industry trends and popular use cases in their market. At the same time, only 12% of leaders believe they even have a complete understanding of how AI will impact employee workflows and responsibilities. As much as we believe in the ability of these burgeoning technologies, it's clear that our collective understanding of how they work is skewed if there is this little visibility into their operation.

Still, this fragmentation is affecting contact center operations of all sizes. We collect an extraordinary amount of data across channels and touchpoints, yet 69% of leaders believe that limited or nonexistent access to a 360-degree view of these journeys poses an operational challenge for employees. The insights we need to deliver all-around better experiences are within reach, we just need a more intelligent approach to presenting them to agents.

### 2. Outdated metrics

There is no way around it: contact center metrics need to change because contact centers have changed. Efficiency metrics made for an appropriate assessment when agents were balancing speed and accuracy, delivering a high volume of straightforward interactions that follow a script.

Today's agents are expected to deliver a more consultative experience, and metrics that capture their speed and ticket volume only tell part of the story. As it stands, 69% of contact center leaders currently evaluate agent performance against customer satisfaction metrics and 64% evaluate against contact center efficiency metrics. When performance isn't measured in a way that reflects true success, as in optimal customer outcomes, agents are forced to choose between offering a solution that may meaningfully appease customers, or chasing the productivity metric that will boost their performance. This has a chilling effect on agent motivation across the board.

### 3. Lackluster coaching and training

Coaching can be a powerful line of defense for agent disengagement, but is often under-prioritized. Providing thoughtful feedback not only points the agent in the right direction performance-wise, but it also offers a valuable touchpoint for supervisors to see each agent as an individual. If agents fail to complete coaching tasks in their systems, supervisors can check in with them. If agents fail to engage with feedback they're given, that is a clear sign they may be about to churn.

Unfortunately, falling short in coaching and training initiatives is the norm. Only 29% of contact center leaders believe they have a comprehensive, real-time view of how all individual agents are performing, while 37% admit that their view of agent performance is fragmented across systems and channels. Without a unified view of their agents, it is especially challenging to provide meaningful feedback.

This has long needed to change, but coaching sits at a precarious intersection that requires both thoughtful leadership and intelligent automation to be most effective. 73% of leaders believe their current metrics are insufficient for measuring the quality of consultative agent work, pointing to a more systematic failure to prioritize agent effectiveness rather than a situation that could be resolved by increase in resource allocated to coaching.

## TAKING A TACTICAL APPROACH TO AGENT BURNOUT

Instead of accepting high turnover as an inherent component of contact center management, leaders can address the source of burnout and empower agents to be engaged and motivated team members without stalling the necessary technology transformations or allowing customer experiences to suffer. More engaged and motivated agents can help the contact center to save money while delivering better customer experiences. Taking action to address all of the root causes of burnout can make a world of difference.

### 1. Deepen your understanding of the agent experience

Too often are decisions about what will best engage and motivate agents made without consideration for the agent's perspective. Many teams fail to capture meaningful feedback from agents until their exit interview, and at this stage the information is only so actionable. To understand why agents are turning over, there should be abundantly available touchpoints and channels for them to voice concerns, express dissatisfaction, and share their ideas for how processes could be improved.

Capturing agent feedback should be non-negotiable, but this is only one piece of the agent perspective. To effectively navigate biases, targeted analytics can offer a clearer picture than relying on traditional metrics alone. Speech analytics does this by surfacing insights from every conversation to understand friction, product gaps, and performance trends.

AI will take over the tasks that drain focus: note-taking, data entry, data search, repetitive troubleshooting; which means agents can finally do what customers actually value: problem solve. The next two years will be about augmentation, not automation. The best tools will fade into the background, giving agents clearer audio, cleaner context, and faster insight so they can stay present in the conversation. The shift won't make the job easier, but it will make it more meaningful.

**- Davit Baghdasaryan, CEO & Co-Founder of Krisp**

### 2. Leverage real-time assistance to create Super Agents

We recognize that human agents and AI have different but complementary strengths; the way they're expected to work together can make or break experiences for employees and customers alike. This balance must always lean in favor of the agent, establishing a protocol where AI exists primarily to serve agents, rather than be positioned as something agents feel they have to compete with. Real-time agent assist unlocks time and attention previously spent multitasking, allowing agents to focus on big picture resolutions instead of distracting rote tasks. This balance provides customers with the human touch they prefer, with an experience orchestrated, accelerated, and streamlined by AI.

Supporting agents in real-time is an essential characteristic of AI that serves agents, instead of the other way around. But agent assist supports on the process side, whereas voice intelligence focuses on enhancing what makes human agents human. Real-time voice AI removes noise, clarifies accents, translates languages and adapts to different speech patterns, delivering an enhanced experience without compromising on personalization or empathy.

Frontline employees are already using AI assist tools that support before, during, and after every interaction. Speech assist tools handle noise, accents, translation, and agent assist supports coaching and information retrieval in real time. These tools multiply human capability without removing the human connection.

**- Davit Baghdasaryan, CEO & Co-Founder of Krisp**



### 3. Ensure agents feel connected to their work

Efforts to combat burnout struggle to truly move the needle when they fail to address the way employees actually feel about their role and their work. This is a more abstract challenge than some others, but it can be remediated with a few intentional changes. Investing in more comprehensive coaching solutions, such as real-time AI coaching, allows agents to improve faster and more efficiently than they would if they went weeks without any feedback. Layers of touchpoints, feedback, and opportunities to voice concerns deepen the connection of agents to their work and provide supervisors with more avenues to predict and identify agents that are slipping into disengagement, while working to engage them further.

Across contact centers, the approach to metrics are being reconsidered. As the agent role becomes more consultative, contact centers are shifting their focus from metrics that measure contact center efficiency towards prioritizing those that measure customer satisfaction. Yet, the metrics being used to measure agent performance remain tethered to efficiency. Recognizing that efficiency can be significantly improved by even simple applications of AI, and that the consultative experience is something that is reliant on human skills, adjusting metrics accordingly will paint a much clearer picture of agent success, and give agents a clearer connection between their day-to-day work and customer outcomes.

Customer experience mirrors agent experience. You can't expect empathy or focus from people working through noise, lag, or cognitive overload. When agents have clarity and are empowered in their jobs, they engage more naturally. That shows up immediately in tone, confidence, and resolution quality. - **Davit Baghdasaryan, CEO & Co-Founder of Krisp**



## TRANSFORM YOUR CONTACT CENTER TODAY

Defeating agent burnout may feel impossible when there is so much that needs to be changed about the employee experience, but the reality is that only a few aspects of agent work need to change to bring about significant improvement. Implementing tools that empower agents to deliver more efficient, effective resolutions has a two-fold benefit of creating excellent customer experiences while engaging agents more deeply. Agents who are engaged at this level are far less likely to churn, and over time, a culture of retention replaces that of burnout.

Example success stories follow.

### Arrivia Boosts NPS by 99% with Krisp

#### CHALLENGE

Arrivia's international call centers are the backbone of its high-touch travel services, but accent clarity and background noise created friction in customer interactions. While agents were highly skilled, some customers struggled to understand them, impacting satisfaction and efficiency.

#### SOLUTION & RESULT

To solve this, *arrivia* deployed **Krisp's AI Accent Conversion**, enhancing speech clarity while preserving natural tone and flow. This followed the successful adoption of **Krisp's Noise Cancellation**, eliminating background distractions and improving agent focus.

#### THE RESULTS:

- + 99% in NPS
- + 26.1% in sales conversion
- + 14.8% revenue per booking
- + 13.5% in agent performance

With noise and accent clarity optimized, *arrivia* transformed its call experience—unlocking higher customer satisfaction, agent performance, and revenue growth.

“Krisp creates wins for our customers, company, and team members. It enables higher-quality interactions, unlocks new opportunities for our agents, and drives real productivity gains. Our partnership with Krisp has truly elevated our ability to deliver exceptional value.”

- **Travis Markel, Chief Operating Officer at arrivia**

## Everise + Krisp: Powering the Future of Voice AI in CX

### CHALLENGE

Everise sought to elevate customer experience (CX) at scale by empowering agents with technology that enhances clarity, naturalness, and accent precision in every interaction. The challenge was to find a solution that could consistently outperform existing tools in delivering clear, native-like speech while integrating seamlessly into enterprise environments.

### SOLUTION & RESULT

Everise deployed Krisp's AI Accent Conversion and Noise Cancellation, enabling unmatched clarity, natural speech, and superior accent accuracy. Head-to-head comparisons across multiple clients showed Krisp scoring consistently in the Excellent/ Native-Like range for clarity, phoneme precision, and naturalness—outperforming other providers.

### THE RESULTS:

- **10K+ Everise seats deployed and scaling**
- **80B+ minutes of audio processed monthly on Krisp's platform**
- **200M+ devices run Krisp monthly to power real-world CX**

"By integrating Krisp's AI platform, including Accent Conversion and noise cancellation, we're amplifying the human touch at every interaction."

- Sudhir Agarwal, Founder & CEO, Everise



## TTEC achieves 85+ NPS with Krisp Accent Conversion

### CHALLENGE

TTEC handles millions of customer interactions every year—moments where clarity determines trust, empathy, and resolution speed.

As remote work expanded, several points of friction became clear:

- Accent-related comprehension issues disrupted conversational flow.
- Background noise compromised sound quality and credibility.
- Agents faced higher cognitive load, constantly monitoring how they sounded.

For a company known for its CX leadership, TTEC needed a scalable way to preserve clarity and empathy across

### SOLUTION & RESULT

TTEC deployed Krisp's AI Noise Cancellation and Accent Conversion technologies across multiple voice delivery centers and work-from-home setups.

The rollout required no new hardware or process changes, allowing TTEC to move quickly from pilot to scaled deployment across key customer programs.

The impact of Krisp was measurable on operational performance and both the agent and customer experience.

### THE RESULTS:

- **NPS improvement from 74 → 85**
- **70% savings by expanding voice delivery to India**
- **54% drop in "language barrier" mentions**
- **26% increase in sales conversions**
- **+8 points in CSAT**
- **5-point rise in overall experience score**
- **76% reduction in noise-related complaints**

"An 80+ NPS out of India is a spectacular number. It proves that with the right people, rigor, and technology, offshore delivery can excel."

- James Bednar, TTEC