krisp

Elevating Customer and Agent Experience with the **Magic of Krisp**

Voice Productivity AI

If you are in the BPO industry, you know quite well that customer service is all about human interaction. And while the pandemic has caused a lot of disruption and change in the workplace, the need for relationships has not changed. In fact, the emphasis on building strong human connections has become more important than ever.

Providing customers with a positive experience means more sales, loyalty and the likelihood of sharing these great experiences with their friends.

But what makes a positive experience?

According to a PwC study, the answer is speed, convenience, consistency, friendliness and human connections. When companies are able to make technology feel human and personal, and provide their employees the tools to build strong customer experiences- customers will become loyal and faithful in return.

Krisp's Impact on Key Customer Experience Metrics

10%
Decrease in AHT

Improve agent productivity

Better call quality leads to more efficient calls, making it possible for agents to resolve customer issues faster and also boost customer satisfaction along the way.

8%
Increase in CSAT

Reinforce brand loyalty

Happier customers are return customers — and the faster agents can answer their questions or resolve their issues, the more likely they'll leave those interactions with a positive perception of your brand.

78%
Drop in noise complaints

Drive business growth

Eliminating background noise and other distractions builds added confidence and trust in customer interactions, enabling the customer service experience to retention and business growth.

The Noise Problem

Customer service BPO & Call Center organizations face a clear challenge when it comes to maintaining a seamless customer experience due to the variety of work models that need to be supported. This includes the diversity of environments in which both the agents and clients operate from, especially in a post-Covid world.

For agents, it can be fully remote, in a Call Center office, or a hybrid model that supports both working from home and the office. According to Gartner, by 2024, 30% of organizations will move their Call Center operations off-premises, with a 60% jump in all agents working from home.

In reality, not only the agents are affected by the WFH trend, but also the clients who contact the Call Centers are based in different environments such as at home, in busy cafes and coffee shops, in offices, stuck in cars in the traffic, etc. Each of these environments has its specific noises.

But no matter the environment, it's essential for agents to focus fully on the customer's needs - without worrying about noise and distractions coming from either side of the call.

Although the pandemic has significantly increased the need for more flexible and seamless remote work options, the "virtual" Call Center model is not new to the industry. In fact, Call Centers have been working within a hybrid work model for several years. But as the shift to remote or hybrid work becomes more of the norm rather than the exception- Call Centers have realized the need to adapt. And that means investing in the latest tools, technologies, and solutions to bridge the gap between in-office and remote work - at scale, and with customer security and privacy in mind.

> **"Soon after deploying Krisp, our operations team saw a significant reduction in customer complaints around background noise."**
>
> **- Jay Nebaro,** Everise's Senior IT Director

One of the most important solutions - and one that supports a positive customer experience through effective and personalized interactions - is the need to communicate clearly and effectively.

Background noise, however, is an obvious problem in today's "work from anywhere" environment. In Doodle's "Growing Client Loyalty Remotely" survey of 1,100 U.S. employees, more than 50% said background noise and/or poor audio quality interferes with their focus, while more than 20% believe it leads to miscommunication with clients. In addition, the survey found that background conversations (55%) and notification alerts (20%) are the two most distracting types of background noise.

Traditional Solution to the Noise Problem

Background noise is a well-known problem in Call Centers. In order to deliver great customer experiences, companies have invested in numerous solutions to minimize the noise and distractions that surround agents.

These include:

expensive noise-canceling headsets, white noise machines, acoustic panels, ceiling tiles that extrapolate noise, cubicles with high walls, sound-absorbing padding, angled desks, increased space between Call Center agents, and carpet installation.

But these expensive solutions merely provide a band-aid for noise problems. Not only are they expensive, but they are also inadequate when it comes to addressing a company's noise problems.

Moreover, none of these solutions can solve the problem of distracting noise coming from the client's end during the calls.

"Sometimes background noise makes people think they're being scammed, so we had to reiterate again and again that the conversation was 100% private."

- Remina, Agent, Everise

New Challenges Faced by BPOs and Call Centers

With constant noise and background commotion, agents working in today's new normal are often distracted in their work environments. Taking customer calls in a less-than-ideal home environment leads to heightened concern among agents that they are not only unable to be productive and efficient, but also that delivering successful agent-customer interactions is almost impossible.

Agents working from home are experiencing different noise distractions in their environment vs in the Call Center:

doorbells, barking dogs, crying kids, sirens, roosters, TV in the background, family members speaking in the background, and many more.

The traditional solutions are not designed or able to eliminate such noises.

As customers trust your organization with their personal and confidential information, they expect to have secure, one-on-one conversations with a company's representative. In fact, BPO and Call Center agents are the first–and sometimes the only–contact that customers have with a business. It can be extremely frustrating for customers to have a call with an agent who is difficult to understand due to a noisy and chaotic background.

> **"We had to create workspaces alongside family members living under the same roof, often this meant not having a separate room to take calls."**
>
> **- Russ,** Agent, Everise

Furthermore, customers hearing loud conversations in the background can give the impression of an unprofessional organization unable to manage confidential issues, which can translate to a lack of trust. And a lack of trust leads to the loss of existing customers, as well as the loss of new leads and sales via negative word of mouth and online reviews.

Add up the variety of noises coming to the agent from the customer's side of the call. Regardless of where the agent is working from, this type of noise has always been there and is not something new. It's another distraction agents have to deal with and manage when providing customer service so that it doesn't negatively impact the customer experience.
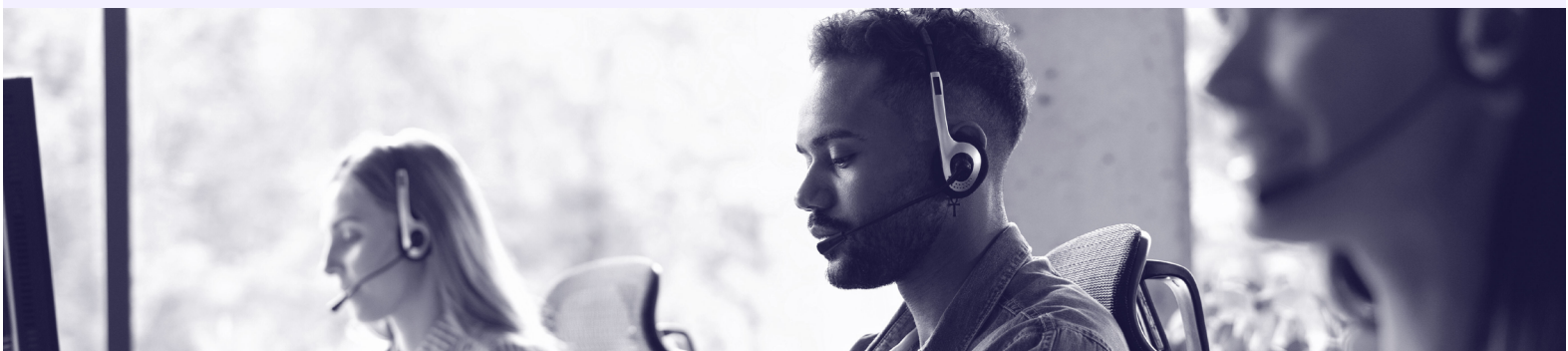
"While all of our agents are seated appropriately with enough distance between them–our headsets and microphones are extremely sensitive, capturing a great deal of background noise."

- Linrick Lin, IT Head Analyst, AFS

The bottom line is that agents must establish a trusted relationship with customers to solve their issues and increase brand loyalty. After all, it is the customer who generates revenue, and the agent who drives the experience.

Insufficient treatment of noise problems on both sides of the calls leads to:

- Frustration and lower satisfaction for customers,
- Longer call durations because of the back and forth-in the call,
- Leakage of conversations in the call resulting in eroding trust in the brand and less privacy for the customers,
- Higher agent churn due to the high level of stress.

The solution to this problem lies in technology that eliminates distractions and enables human interaction. This technology must be able to eliminate all background noise on both sides of the call while allowing only the voices of agents and customers to pass through the line.

Are You Familiar with Krisp?

Krisp is the #1 AI-powered Voice Productivity solution for Call Centers that maximizes the productivity and impact of every conversation by eliminating noise distractions, increasing the fidelity of voice communication, and transcribing and synthesizing the most relevant details and analytics from every voice interaction. Unlike other solutions, Krisp works with any software or hardware configuration in a private and discreet way.

In the simplest of terms, Krisp serves as an AI-powered layer natively installed on the agents' devices that sit between the used calling software and the headsets and enhances any voice communication.

Let's take a closer look:
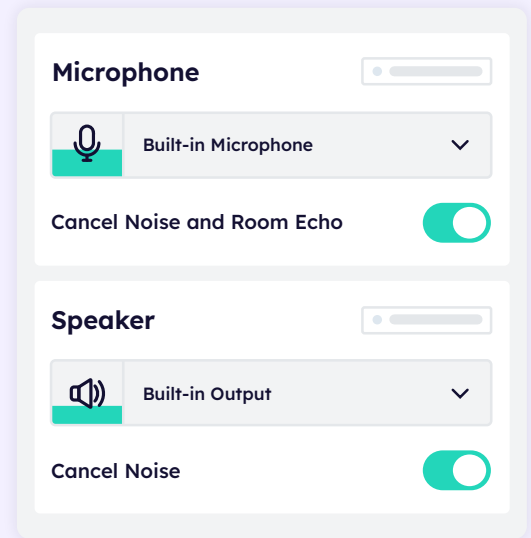
Noise and Background Voice Cancellation

With Krisp, agents can filter out all of the **noises** and **background human voices** occurring within their environment, so that clients on the other end of the call—whether a softphone-based online call or a video meeting with multiple participants—hear nothing but their clear voice.

Krisp Noise Cancellation removes noise distractions from outgoing voice audio for better clarity and comprehension of digital voice conversations.

Background Voice Cancellation isolates the agent's voice by detecting and removing voices of other agents and supervisors nearby, as well as voices of family members when working from home, to increase clarity in customer interactions and prevent leakage of potentially sensitive conversations into customer calls.

Background Voice Cancellation 🎧
Cancels voices of people talking near you.
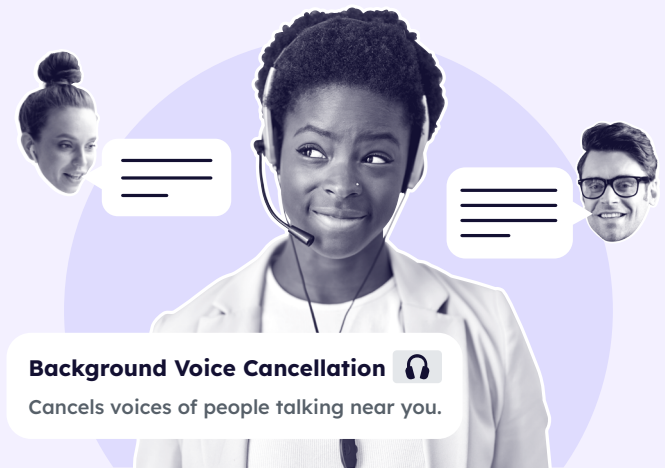
Inbound Noise Cancellation

What makes Krisp even more unique, setting it miles apart from companies that merely dabble in the world of noise cancellation, is that Krisp handles the background noise bi-directionally. Thanks to the AI-powered layer, Krisp does inbound Noise Cancellation and

seamlessly removes disruptive background noises coming from the customers to the agents.

It is especially useful when customers call in on their mobile phones from loud locations such as cars, airports, hotel lobbies, noisy coffee shots, or busy streets. The end result is an increased call quality, where all participants on a call can hear each other's voices loud and clear, without noises getting in the way.

Echo Cancellation

We've all been on calls where the other call participants' room's acoustics—from home office setups to conference rooms at the office—lend themselves to all sorts of echoes and reverberations that make it extremely difficult to understand what they are saying. On the other hand, in some setups, our voice returns to ourselves and distracts us from focusing on what others say.

Krisp's Echo Cancellation eliminates both acoustic and room echoes to ensure the clarity of an agent's voice during calls: the client's voice doesn't return to them, as well as the room echo in the agent's work environment is being canceled. This creates an echo-free virtual working environment for more efficient calls, giving the agents the comfort they need to speak confidently during calls without having to constantly mute and unmute themselves.

Auto Echo Cancellation
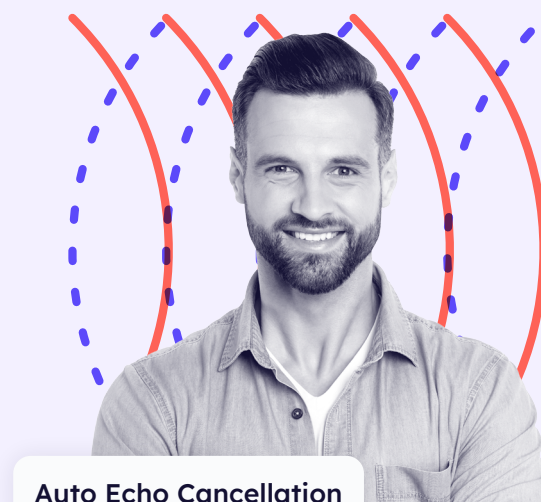
Krisp's Noise, Voice, and Echo Cancellation technologies provide a full suite of audio clarity to Call Centers, independent of whether agents are working on-premise or from home.

Compatible with All Major CX Solutions

Out of the box, Krisp is compatible with over 100 Call Center CX solutions, from Avaya and Genesys to TalkDesk, NICE InContact, Five9, and many more without the need for special integrations or APIs.

Compatible with All Headsets

In addition to being compatible with all the CX solutions, Krisp is also compatible with all types of headsets (e.g. Plantronics, Jabra, Sennheiser, Logitech and many more).

If the headset already has built-in noise cancellation technology, Krisp will transform its performance so that noise leakage and voice quality impairments are eliminated. Krisp makes headsets sound perfect.

Enterprise Grade Scalability

Traditional noise cancellation solutions are hardware-based (soundproofing, white noise machines, expensive headsets, etc.) requiring installation and high maintenance.

In contrast, Krisp is an entirely software-based solution that allows it to be easily deployed and managed for thousands of agents through a single, secure dashboard.

The largest Call Centers in the world have already deployed Krisp to hundreds of thousands of agents and their devices.

Enterprise Grade Security

When using Krisp, users' voice is always processed on their device's CPU and never sent to the cloud. This unique architecture ensures maximum security and privacy for Call Centers and their customers.

Krisp is SOC-2 Type II and GDPR compliant, with many customers using Krisp within their HIPPA and PCI-compliant service.
to agent retention, improved customer trust and higher ROI for your organization.

More details are available publicly:

krisp.ai/security

Benefits of Krisp in Different Industries

What makes Krisp absolutely invaluable, is that it is beneficial in a large spectrum of use cases in different industries. Let's tackle some of them.

- ## Financial Sector

  Financial institutions should give a sense of reliability. And the trust clients have for them, can be easily shuttered if their solidity starts seeming less credible.

  Imagine a client calling in and hearing a different agent talking in the background mentioning another client's private information. That will be an instant trust-breaker and damage the company's brand.

  With **Background Voice Cancellation**, a client can hear only the voice of the agent serving them, assuring the privacy of all the customers is well protected.

- ## Construction and Real Estate

  When it comes to calls received from the construction area to quickly solve an on-site bottleneck, loud and specific noises are implied by default. With the agents having a hard time distinguishing between the noises and the caller's voice, the conversation becomes less effective and frustrating for both parties.

  Inbound Noise Cancellation saves the day by reducing the call time, increasing the accuracy of the conversation, and contributing to lowering the stress level of agents.

- **Hospitality**

  This industry suggests a large spectrum of noises in different levels and intensities coming from the clients' side, e.g. street, restaurant, or airport noises. Most of the times, the agents need to quickly navigate the situation and give time-sensitive solutions to the clients' cases.

  With **Inbound Noise Cancellation** the agent is saved from the distracting noises of the caller's environment and is empowered to concentrate on quick action.

- **Retail**

  Imagine a scenario where the food delivery courier is standing in a noisy street, unable to find the right delivery address. In this situation, they might frustratedly contact the Call Center and ask for clarifications and instructions on the address.

  The agent must clearly hear the human voice of the delivery person without letting the loud street noise impact the quality of the conversation.

  This is where **Inbound Noise Cancellation** comes into play, removing all the street noises coming to the agent, and enhancing the quality and the conversation.

Krisp's Impact

Krisps' customers have reported material impacts after their initial deployments, including improvements to CSAT, AHT, and specific complaints due to noise. The impacts translate to other tangible results within our customer's businesses as well, with agent retention and customer trust leading the list.

Increase in CSAT

Our customers report 8% increase in CSAT. Eliminating background noise builds trust in customer interactions, enabling customer service to become a powerful lever for retention and business growth.

Decrease in AHT

Our customers report 10% decrease in AHT. Krisp shortens the call duration by eliminating the need for back-and-forth during customer interactions. As a result, the same number of agents can handle more calls.

Drop in Noise Complaints

Our customers have reported a 78% reduction in noise complaints after Krisp was operational. With the addition of Krisp's Background Voice Cancellation, noise complaints will simply disappear.

Higher Agent Retention

By using Krisp, Call Center agents become more confident and less stressed, regardless of where they are working from. As a result, they feel valued in their work, which leads to higher satisfaction and increased employee retention.

Improved Brand Reputation

Customer Experience teams often have to repeat back PII and other sensitive customer information. Krisp prevents this information from leaking into other agent's calls through their microphones. This makes the company more trusted and protects the brand's reputation

Saving on Expensive Hardware

Krisp leads to 30% reduction in headset and soundproofing costs. Krisp eliminates the need to invest in expensive noise-reducing hardware such as headsets, white noise systems, office designs and other underperforming solutions.

"Krisp has proven to be quite cost-effective for us because with Krisp in place, we can now purchase less expensive headsets for our team."

- **Linrick Lin**, IT Head Analyst, AFS

"Our agents felt a lot more confident during customer calls because they were now in control of removing background noises from both sides of a conversation."

- **Remina**, Agent, Everise

"Implementing Krisp has been life-changing for us. We've been able to maintain and build our customers' trust even while working from home."

- **Rica**, Senior Operations Manager, Everise

Krisp Drives Higher ROI

All the aforementioned impacts Krisp has on your organization lead to a higher return on investment through savings and cost-cuttings. The more noise there is in the agents' and customers' environments, the bigger the ROI will be. Check the ROI Calculator, and get the numbers for your business.

Number of Agents
350

Gross salary per agent/month
2000

Headset cost per agent
200

Annual budget for soundproofing
30000

Noise level present in agent and customer environments

High | Medium | Low

Additional revenue per 1% CSAT increase / month
5000

Results Summary

Hardware cost saving — **30%** (+$1,643)

AHT decrease for High noise impact — **10%** (+$70,000)

CSAT increase for High noise impact — **8%** (+$40,000)

Total Return /month — **$111,643**

Total cost for Krisp 350 x $10 / month — **$3,500**

Your potential profit
$108,143 (3090%)

Receive detailed report

Becoming an Industry Standard

Krisp is becoming a MUST HAVE solution for all Call Centers throughout the world. More than 200 of the largest Call Centers in the world have already deployed Krisp. In fact, some of the largest companies made Krisp mandatory for their customer service BPOs.

> "Our partnership with Krisp further enhances our ability to listen and respond with empathy to the customer, even when the customer is in a busy environment. By leveraging digital tools to support voice-based interactions, Startek delivers a superior voice-based experience to our client's customers."

- Abhinandan Jain, Chief Digital Officer, Startek

Sitel Group, a global customer experience management leader, has been using Krisp since 2020. By implementing Krisp, Sitel agents can cancel outbound background voices of the nearby Call Center agents, as well as inbound background noise from the customer, creating a more seamless experience for the agent and the customer.

And Sitel Group has experienced a **6% lower Average Handle Time (AHT)** by eliminating the need to repeat information to customers, and an **8% higher customer satisfaction (CSAT)** scores, in addition to improved sales.

"At Sitel Group, we are committed to investing in artificial intelligence as part of our strategy to improve the employee experience and the customer experience for our clients' customers," explains Ryan Maund, Chief Product and Innovation Officer at Sitel Group. "Our strategic partnership with Krisp and our deployment of Krisp is the perfect example of a product that supports digital deflection of customer interactions and provides superior customer experiences for our clients and their customers through live voice interactions."

As a leading provider of outsourced customer support for SaaS and eCommerce brands, SupportZebra, which relies heavily on phone calls, needs quality audio for their Call Center agents to perform their jobs well.

When SupportZebra transitioned most of its staff to a work-from-home model during the pandemic, the fast-growing company faced a challenge: more background noise and customer complaints. "The number of customer complaints skyrocketed due to background noise being heard," explains SupportZebra Founder and CEO Nathan Yap.

Barking dogs, talkative children, and the blowing of a fan could spell disaster for a customer call taken

from an agent's home—and threaten the viability of SupportZebra's business. The company needed to keep its workforce safe at home, while also ensuring its customers' satisfaction, so it turned to Krisp.

"We frequently refer to Krisp as working like a magic"

- Nathan Yap, SupportZebra Founder and CEO

Equipped with Krisp noise cancellation, SupportZebra agents were able to provide the same top-notch customer support they provide when in the office. And since Krisp's technology is bi-directional, it can effectively mute background noise coming from both the agent's end and the customer's end to ensure a high-quality call experience for all.

In fact, SupportZebra experienced a **78% decrease in customer noise complaints.** "We frequently refer to Krisp in internal meetings as working like magic," explains Yap.

Everise–a global customer experience company that supports numerous brands in the tech and healthcare industries–is yet another example of the success that Krisp can bring to an organization's noise problems.

When Everise made the shift to remote work during the pandemic, the company already had many safeguards in place to ensure their agents could operate in nearly "noiseless environments," while working remotely. This included equipping them with the industry's best noise-canceling headsets.

Unfortunately, even the best hardware couldn't keep background noise from creeping in during customer calls. And as the number of post-call noise complaints started to increase, CSAT scores began to decline.

To change the course of this downward trend, it became clear that Everise needed a powerful software solution to reinforce its industry-leading work-from-home model. They also wanted to give agents the extra peace of mind that, regardless of what sounds or distractions were popping up in the background, their customer calls would go off without a hitch. The answer came in the form of Krisp.

"Although some other products introduced basic noise cancellation features, we found Krisp's technology to be far superior to other players in the market," explains Everise's Director of IT Solutions Vijay Kumar. **"What's more, Krisp's AI-powered virtual microphone and speaker technology integrates seamlessly with all online conferencing apps and headsets, making it the industry's only noise cancellation solution that can easily adapt to any in-house or virtual Call Center set-up."**

Implementing Krisp made a near-immediate impact on Everise's business, both in terms of the customer experience, as well as agent productivity and effectiveness.

"Soon after deploying Krisp, our operations team saw a significant reduction in customer complaints around background noise," says Everise's Senior IT Director Jay Nebaro. "Even better, our agents felt a lot more confident during customer calls because they were now in control of removing background noises from both sides of a conversation."

Customer Expectations are Increasing

It's no secret that superb customer experiences drive loyalty and revenue, as well as future business. And because these experiences are so critical in today's world, understanding and incorporating communication best practices into BPOs and Call Centers goes a long way in separating a good company from an exceptional company.

Krisp is poised to help companies achieve this goal by doing what we do best: permanently eliminating background noise and echo from every single customer call. And with Krisp's price tag equaling the cost of a cup of coffee each month–as well as seamless deployment–the Krisp solution is a win-win for every organization.

Request a demo today