krisp

Trusted Tech Team: Enhanced Communication with Krisp AI Noise Cancellation

TRUSTED TECH TEAM

HQ Irvine, California, USA

Founded 2017

Industry IT Services and IT Consulting

Size 201-500 Employees

Trusted Tech Team LLC is a renowned CSP Microsoft Reseller & Professional Services company. With a focus on delivering top-notch IT solutions, they serve a diverse range of clients, helping businesses optimize their Microsoft products and services.

Executive summary

Trusted Tech Team faced significant challenges with background noises and voices disrupting their professional communications. By implementing Krisp AI Noise Cancellation, they achieved enhanced call quality, increased customer satisfaction, and improved operational efficiency. This case study explores how Krisp Voice AI solution transformed their communication processes.

Challenge

Trusted Tech Team's SDR and Sales teams, known for their vibrant and energetic work environment, faced challenges due to the background noises and voices on the sales floor. This lively atmosphere, which encouraged team collaboration and enthusiasm, often resulted in disruptive noise during client calls. The constant activity, including conversations and ringing phones, made it difficult for the teams to maintain consistently clear and professional interactions with prospects and customers. These distractions occasionally led to less effective communication, customers hanging up the phone because of the noise, low satisfaction scores, highlighting the need for a solution to ensure high-quality, clear calls and maintain their professional standards.

Initial discovery of Krisp

Jared Pandolfi, Director of IT at Trusted Tech Team, first learned about Krisp after Nvidia launched their GPU-based noise suppression.
While Nvidia's solution showed promise, its complex setup and management requirements were not suitable for a fast-growing company. Seeking a more straightforward alternative, Trusted Tech Team found Krisp to be the ideal solution. Krisp's standalone functionality and compatibility with any communication platform ensured flexibility regardless of future changes in the company's tech stack. Krisp provided a consistent, high-quality communication experience regardless of the underlying platform.

Implementation process

Trusted Tech Team piloted Krisp with a small batch of licenses, strategically assigning them to employees in the noisiest areas. The team compared call recordings with and without Krisp, noticing a significant improvement in call clarity and voice fidelity. Confident in the results, they deployed Krisp to around 90 Sales representatives and SDRs. Using their Azure tenant, they configured an SSO and SCIM setup, achieving a smooth and quick installation process.

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> **We've seen incredible success with Krisp.ai in enhancing our communication clarity and productivity. The AI-driven noise cancellation technology is a game-changer, allowing our team to stay focused and professional in every interaction. Our partnership with Krisp.ai has been seamless and highly beneficial, and we look forward to continuing this collaboration. The product consistently exceeds our expectations, making it an indispensable tool in our operations.**
>
> **Jared Pandolfi**
> Director of IT

Results: enhanced call quality

The vibrant energy of Trusted Tech Team's sales floor, while beneficial for team morale, often led to background noise during calls. This included everything from lively conversations to the hum of desk fans. With Krisp, these noises were effectively eliminated, even mitigating the sound of a fan blowing directly onto an employee. Employees reported that their voices sounded clearer and more natural, creating a professional and engaging communication environment. This clarity meant employees no longer had to repeat themselves, leading to smoother, more efficient interactions.

> **Customer support representative:** "Using Krisp.ai has significantly improved my interactions with customers. The background noise cancellation ensures clear and professional conversations no matter where I am."

> **Sales executive:** "As the Sales Director of a global company, clear communication is key. Krisp.ai helps me maintain a professional image during client calls regardless of external noise. It's an invaluable tool that has enhanced the team's productivity and client relationships."

> **Remote team manager:** "Krisp.ai has been revolutionary for our remote meetings and Proof Of Concept presentations with our customers. The ability to eliminate background noise means our team can communicate effectively even from busy home environments."

Impact

Clear audio line

Krisp ensured that Trusted Tech Team maintained a clear audio line during all calls. This improvement directly contributed to enhanced communication and fewer misunderstandings.

Increased agent and customer satisfaction

With background noise eliminated, agents and customers experienced higher satisfaction levels. The company saw a marked increase in positive feedback, with no reports of prospects hanging up due to noise or unclear audio.

Improved AHT

Agents no longer needed to repeat themselves during calls, thanks to the clear and natural sound provided by Krisp. This improved the call duration, the overall efficiency and professionalism of the customer interactions.
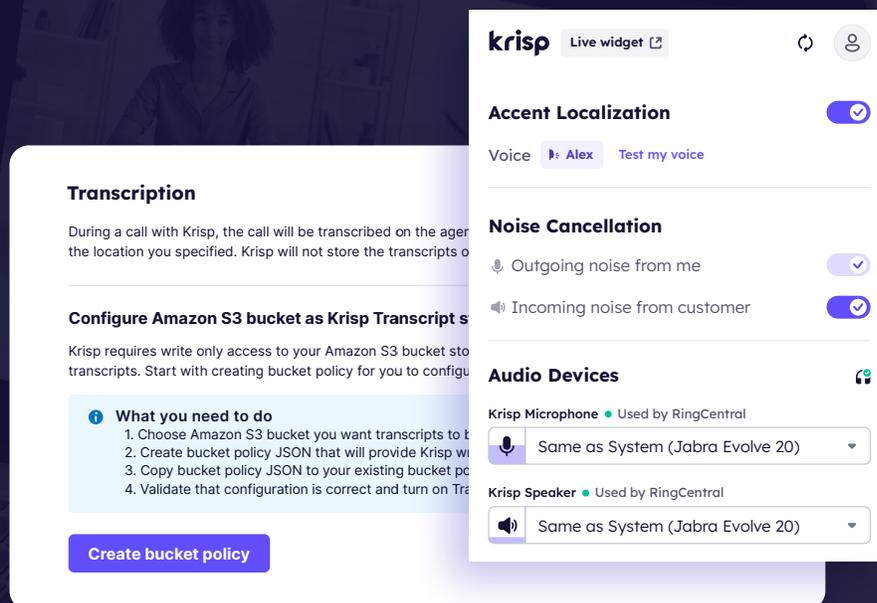
Conclusion

Trusted Tech Team's implementation of Krisp AI Noise Cancellation has revolutionized their communication processes. The improved call quality and customer satisfaction underscore Krisp's value, making it an indispensable tool for the company. The seamless implementation and strong support from Krisp ensured a smooth transition, allowing Trusted Tech Team to maintain their professional image and operational efficiency. Krisp's AI-driven noise cancellation technology continues to exceed expectations, enhancing productivity and client relationships.

About Krisp

Krisp's AI-powered software enhances voice communication through background noise and voice cancellation, accent localization, and call transcription to elevate the customer and agent experience and increase the productivity of every conversation.

Krisp technology eliminates more than 75 billion minutes of noise per month, improving the productivity and efficiency of hundreds of thousands of agents and CX professionals everywhere. Krisp is trusted by the world's largest global call centers and service providers, who report that Krisp has helped them achieve up to a 78% drop in noise complaints, an 8% increase in CSAT, and as much as a 10% decrease in AHT.

Transcription

During a call with Krisp, the call will be transcribed on the agen
the location you specified. Krisp will not store the transcripts o

Configure Amazon S3 bucket as Krisp Transcript s

Krisp requires write only access to your Amazon S3 bucket sto
transcripts. Start with creating bucket policy for you to configu

> ⓘ **What you need to do**
> 1. Choose Amazon S3 bucket you want transcripts to b
> 2. Create bucket policy JSON that will provide Krisp w
> 3. Copy bucket policy JSON to your existing bucket p
> 4. Validate that configuration is correct and turn on Tra

Create bucket policy

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krisp Live widget ↗

Accent Localization ✅

Voice 🎙 **Alex** Test my voice

Noise Cancellation

🎙 Outgoing noise from me ✅

🔊 Incoming noise from customer ✅

Audio Devices 🎧

Krisp Microphone ● Used by RingCentral

🎙 Same as System (Jabra Evolve 20) ▾

Krisp Speaker ● Used by RingCentral

🔊 Same as System (Jabra Evolve 20) ▾

Request a demo today