

## Executive Overview

- <https://krisp.ai/>
- Headquarters: Berkeley, CA
- Venture-back private company
- 150+ Employees
- 50 billion+ minutes processed monthly
- Global deployments, enterprise-grade
- 2,000+ companies using Krisp daily

## Product & Service Offerings

- AI Noise and Background Voice Cancellation
- AI Accent Localization
- AI Live Interpreter
- AI Agent Co-Pilot
- Call Recording API
- Call Speech-to-Test API

## Sales Engineer Take On Best Fit

Krisp has developed AI-powered solutions for noise cancellation, agent accent reduction (to reduce communication friction), meeting summarization/note taking, as well as real-time voice/audio translation.

- John Paullin, Director of Sales Engineering, UC/CC/AI

## Key Features & Differentiators

### Krisp - Voice AI

- The leader in contact center background noise and voice cancellation for voice clarity
- Market-best Accent Localization for call center service US customers
- Live Language Interpreter for multi-language customer calls
- Accurate transcriptions and call summaries, much less expensive than alternatives
- Scalable, enterprise-grade deployment, management and administration

**Quantified impact on business metrics:**

- 8% increase in CSAT scores
- 10% reduction in AHT
- 30% reduction in cost per call
- 78% decrease in noise complaints
- 16% increase in sales conversions
- 25% increase in agent satisfaction
- 25% increase in FCR
- 20% decrease in call abandonment rates

**Top Industries Served**

- Other

**Ideal Customer Profile****Primary Target Prospect: BPOs**

- Global and local BPOs serving high-value and high-value verticals, including financial, healthcare, retail, travel and other companies.
- Enterprise and SMB call centers, scaling from hundreds of seats to tens of thousands of seats. Vertical targets align with BPO target verticals.
- Call centers with customer noise and accent complaints that translate to sub-par KPIs, including AHT, CSAT, FCR and Sales Conversions.

**Qualifying & Technical Questions**

- Do you customers complain about background noise and accents?
- Are you underperforming with call center KPIs?
- Are you agents stressed due to frustrated customers?
- Do you have off-shore call centers serving US customers?
- For BPOs, do you want a single application that provides voice clarity, transcriptions, language interpretation, call summaries and call recordings, independent of the CCaaS platform in use at a fraction of the cost of alternatives?

**Elevator Pitch**

Krisp is an AI-powered voice productivity application for call centers and BPOs, that elevates voice communication by removing background noises bidirectionally, localizing accents in real-time, interpreting languages on live calls, and providing call transcripts, recordings and meeting notes. No other solution offers all of these capabilities in a single platform that is private and secure, operates on-device and works with all audio hardware configurations and voice communication solutions.

## Objections & Rebuttals

### **Are the improved KPIs estimates or from customers?**

Krisp's customers report the improved KPIs listed above. Customers include BPOs and in-house call centers. Most all customers experience improved KPIs when using Krisp across their agent base.

### **What are the security and privacy implications with Krisp?**

Krisp is deployed and processes voice on-device. Noise Cancellation, Accent Localization and Transcriptions are all performed on the agent desktop, and the agent's and customer's voice are never processed or stored in the cloud.

### **How can Krisp be deployed and managed efficiently?**

Krisp provides a dashboard that allows for local and global deployment, management and administration. Krisp supports SSO, SCIM, and VDI, and can be installed and configured centrally.