

Executive Overview

- Headquarters: Palo Alto, CA
- 200+ Employees
- Offices in US, India, Philippines, Columbia

Product & Service Offerings

- Real-time Accent Translation
- Real-time Language Translation
- Free-forever omni-directional Noise Cancellation

Sales Engineer Take On Best Fit

Sanas specializes in noise cancellation and live agent accent reduction, improving communications between callers and agents, and reducing friction.

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

Key Features & Differentiators

Sanas is the only Real-time Speech Understanding Platform that translates accents of agents by synthesizing their original voice and retaining their identity.

Other competitors will use an avatar to change the identity of the agent causing them to sound like another human or bot. Sanas will adjust their natural voice making them easier to be understood by the listener.

Our patented technologies are created with the highest grade security, privacy and compliance while ensuring a smooth & efficient set up.

Top Industries Served

- Other

Ideal Customer Profile

- Enterprise Contact Centers and BPO's outsourcing agents
- Global workforces

- Speech-to-speech communication enhancement tool for one-to-one agent/customer interactions
- CCaaS agnostic

Qualifying & Technical Questions

- Do you outsource any of your customer experience, sales teams or help desk to India, Philippine or Latin America?
- Do customers or callers struggle with the accent barriers?
- Are you hesitant about considering having offshore contact centers due to accent barriers?
- How many agents do you have in each location?

Elevator Pitch

Our world-first Real-Time Speech Understanding Platform empowers agents to control how they sound. Our Accent Translation technology breaks down accent barriers, ensuring every interaction feels seamless—whether you're serving customers globally, managing a diverse team, or looking to expand into new markets. Additionally, our free-forever Noise Cancellation ensures our commitment towards crystal-clear communication.

Using Sanas will help you **Get Better business results** by elevating customer experience (CX), improving key metrics like CSAT and AHT, and enhancing brand loyalty. By reducing agent stress and attrition, our platform enables you to **Go Further** with better operational efficiency and maximize ROI. And with Sanas, you can confidently **Grow Global**, in additional geographies leveraging diverse talent pools while providing consistent, high-quality customer experiences, regardless of background or location.

Sanas doesn't just improve customer interactions—it transforms your contact center into a value center. We make your agents happier, more productive, and your business more profitable, all while ensuring your customers feel understood.

Objections & Rebuttals

How do you differentiate yourselves from your competitors?

Accent Translation leverages a powerful generative AI model coupled with sophisticated audio processing to optimize voice quality. This ensures the speaker's natural voice is consistently clear and confident. Sanas synthesizes the agent's original voice without the use of Avatars, enabling agents to retain their identity.

We prefer our agents to have their own unique identities. We feel this application may take away from that.

Sanas was created as an 'agent-first' product that boosts productivity and the overall agent experience. Our product translates accents of agents by synthesizing their original voice and retaining their identity, allowing them to focus on solving customer problems rather than their own accent. A by-product of the enhanced experience is shared by the customer.

How do you ensure security measures?

The Sanas application does not record, transmit or store agent/customer interactions nor call metadata. It is installed locally on the

agent's machine and acts as a virtual microphone. The only data that is captured is telemetry/machine information which is used for license management and troubleshooting. No PII, PHI, nor PCI is captured.

What certifications do you have? What policies are you compliant with?

ISO27001, SOC 2, SOC 3, PCI certified. HIPAA, CCPA, GDPR compliant. HiTrust certified by end of 2024.