



Arrivia driving impact in call center communications with Krisp AI Accent Conversion



HQ: Scottsdale, AZ

Industry: Travel

Arrivia is a leading travel loyalty and rewards program provider, empowering businesses to offer exclusive travel benefits to their customers. With a global network of travel suppliers and a technology-driven approach, **arrivia** enables seamless booking experiences for millions of travelers. Its international call centers play a crucial role in delivering high-quality service, ensuring customers receive expert assistance in planning and booking their travel experiences.

Executive summary

Clear communication is essential for high-quality customer interactions. **Arrivia's** call centers faced a critical challenge: accent clarity affecting customer experience. While agents were highly skilled, some customers struggled to understand them, impacting efficiency and satisfaction. To address this, **arrivia** implemented Krisp Accent Conversion, improving speech clarity while preserving natural tone and flow of the conversation.

Building on the earlier success of Krisp Noise Cancellation, which enhanced customer interactions and agent focus, arrivia optimized both noise and accent clarity, achieving:

- ✔ **99%** improvement in NPS
- ✔ **26.1%** boost in Sales Conversion Rate
- ✔ **14.8%** increase in Revenue per Booking
- ✔ **4.4%** reduction in Call Handle Time, and more

The first challenge to improved customer experience: Background noise

Arrivia's call centers, particularly in India and the Philippines, were vibrant and full of energy, but that also meant background noise and voices often disrupted calls. The challenge was even greater for their large outbound operations, where customer expectations were higher, and clear call audio was essential for successful interactions. Customers struggled to hear agents clearly, leading to miscommunications and frustration, negatively impacting Net Promoter Scores (NPS).

Arrivia initially tried solving the issue with noise-canceling headphones. However, these only reduced noise for one side of the conversation, required frequent replacements, and incurred ongoing costs. Realizing they needed a scalable and effective solution, **arrivia** turned to Krisp's AI-powered Noise Cancellation. The technology filtered out unwanted background noise bidirectionally in real time, ensuring clear, uninterrupted communication between agents and customers.

With NC in place, **arrivia** experienced significant improvements:

- ✔ 44% reduction in negative NPS impact from background noise
- ✔ Greater customer confidence and engagement
- ✔ Agents, enabled to focus better, leading to improved performance

The next challenge: Accent as a communication barrier

With background noise eliminated **arrivia's** leadership identified a new area for improvement—accent clarity.

Despite agents' strong language skills, some customers found their accents difficult to understand, especially in North America. This led to misunderstandings, longer call times, and lower customer satisfaction. Additionally, some business lines and partners required a native U.S. accent, limiting operational flexibility.

Arrivia needed a way to maintain its diverse talent pool while ensuring clear, effective, and unbiased communication with customers.



The solution: Krisp AI Accent Conversion

Having already seen success with Krisp's Noise Cancellation, **arrivia** turned to Krisp's AI Accent Conversion to enhance customer-agent communication. **Arrivia** had already been using Krisp successfully, and Accent Conversion seamlessly integrated into their existing workflow without requiring complex IT changes. Krisp's flexibility with the proof-of-concept testing and rapid implementation made it an easy decision. No other solution offered the same level of customization, ease of use, and immediate impact on customer satisfaction and operational efficiency.

Structured evaluation and performance measurement

To evaluate the impact of AI Accent Conversion, **arrivia** conducted a structured pilot with 20 agents in India. The evaluation was run with the Cruise Sales team, as this line of business required a high level of customer trust and clear communication for successful conversions.

Using a data-driven approach, **arrivia** first established a performance baseline before Krisp Accent Conversion, then measured results over a sustained evaluation period with the technology enabled:

- Agents used Accent Conversion on every call to ensure consistent results.
- Performance was measured using a weighted scorecard methodology across 6 core KPIs.
- Results were compared against the same group's pre-Accent Conversion baseline to track improvements.

Results: Transformative impact on CX and revenue

Krisp The results speak for themselves. Within only 90 days, **arrivia** saw:

- ✓ **Net Promoter Score** improved by **+99%**, driven by a **+10.4%** shift in the **Likelihood to Recommend**
- ✓ **Sales Conversion Rate** increased by **+26.1%**, confirming clearer communication led to better outcomes
- ✓ **Revenue per Booking** improved by **+14.8%**, contributing to tangible business growth
- ✓ **Agent Promoter Score** improved by **+12.2%**, signaling greater confidence among agents
- ✓ **Margin per Hour** increased by **+11.7%**, enhancing operational efficiency
- ✓ **Call Handle Time** improved by **-4.4%**, leading to faster, more effective interactions

The impact beyond numbers

One of the most striking aspects of this implementation was that the core professionalism and approach to customer service remained unchanged. The only change was the accent, which had an immediate impact on removing bias and driving improvements across all key business metrics.

AI Accent Conversion also influenced **arrivia**'s strategic planning. While the India location had consistently been high-performing and cost-effective, certain lines of businesses and partners previously required a native U.S. accent, limiting the ability to service them from this region. By removing accent-related barriers, **arrivia** can now expand opportunities for these teams, increasing flexibility in workforce deployment.

Scaling and future plans

Following the success of the Accent Conversion evaluation, **arrivia** expanded its rollout:

- **100 additional agents** across multiple lines of business are now using AI Accent Conversion.
- **Expanding to outbound teams** handling high-sensitivity calls.
- Piloting Krisp's **Filipino English accent pack** to enhance interactions in its Philippines operations.

"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. Arrivia benefits from delivering service that exceeds expectations while strengthening connections between our global team and the customers we serve. Our partnership with Krisp has truly elevated our ability to deliver exceptional value."



Travis Markel

Chief Operating Officer at **arrivia**

Agent perspectives: How Krisp changed their call experience

While the numbers demonstrate the success of Krisp AI Accent Conversion, the most telling impact comes from the agents themselves. For them, this change wasn't just about improving metrics—it was about feeling more confident in their interactions, reducing the frustration of repeating themselves and fostering more seamless conversations. Their feedback highlights how this solution has positively influenced their daily work.

"Krisp has completely transformed my experience. I no longer worry about background noise or being misunderstood. Conversations flow naturally, and I sound professional in every interaction."

Bhavit Shah

"Since using Krisp, I've noticed a huge difference. The voice modulation makes me sound incredibly clear and professional, and customers trust me more as a result."

Salman Khan

With accent clarity and background noise no longer a barrier, **arrivia** unlocked a new level of customer experience—one where skill, professionalism, and clear communication drive business success. Krisp's AI-powered solutions not only improved CX and agent confidence but also unlocked new revenue opportunities, reinforcing **arrivia's** position as a leader in call center excellence.

Book a demo to see how Krisp drive impact
for your call center as well.

[Book a demo](#)