



# A consumer electronics leader delivers a 26% improvement in NPS with Sanas

## Who is the client?

The client is a leading consumer electronics company based in the United States.

## Business challenges

The client aimed to boost their net promoter score (NPS), through:

01

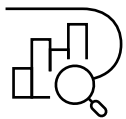
Clearer communication  
Reducing background noise and softening expert accents for better communication.

02

Lower average handle time (AHT)  
Reducing interaction times to improve customer experience

## The solutions

The AI solution elevated the overall customer experience by ensuring clear and effective communication.



QA audit to pinpoint experts with accent-related NPS issues



Real-time AI accent softening integrated into call recordings



Pilot and user acceptance testing (UAT) to ensure natural voice output

## Real results

The client's customer satisfaction improved with the AI-powered tool.



26%

IMPROVEMENT IN NPS



11%

REDUCTION IN AVERAGE  
HANDLE TIME (AHT), SAVING  
1.5 MINUTES PER CALL

"The customer experience expert communicated extremely well and was able to resolve my issue."

A consumer electronic client