



**20  
25** | **COMPANY  
OF THE YEAR**  
*Driving impact across the customer value chain*

*RECOGNIZED FOR BEST PRACTICES IN THE  
NORTH AMERICAN ACCENT TRANSLATION  
SOLUTIONS INDUSTRY*

F R O S T & S U L L I V A N

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## Best Practices Criteria for World-class Performance

Frost & Sullivan applies a rigorous analytical process to evaluate multiple nominees for each recognition category before determining the final recognition recipient. The process involves a detailed evaluation of best practices criteria across two dimensions for each nominated company. Sanas excels in many of the criteria in the accent translation solutions space.

RECOGNITION CRITERIA	
<i>Visionary Innovation &amp; Performance</i>	<i>Customer Impact</i>
Addressing Unmet Needs	Price/Performance Value
Visionary Scenarios Through Megatrends	Customer Purchase Experience
Leadership Focus	Customer Ownership Experience
Best Practices Implementation	Customer Service Experience
Financial Performance	Brand Equity

## Top Transformations Impacting Growth in the Accent Translation Solutions Industry

Rank	Strategic Imperative	Timeline	Impact (%)	Impact Curve
1	<b>Geopolitical Chaos</b> Political instability leading to increased demand for multilingual crisis communication services	2032 - 46	85	Exponential
2	<b>Transformative Mega Trends</b> Rise of AI in educational tools incorporating accent translation	2030 - 43	84	Exponential
3	<b>Disruptive Technologies</b> Use of augmented reality for immersive accent translation experiences	2031 - 43	79	Exponential
4	<b>Compression of Value Chains</b> Automated customer support with embedded accent translation	2028 - 37	76	Exponential
5	<b>Industry Convergence</b> Integration of accent translation with virtual reality for training simulations	2030 - 42	73	Exponential
6	<b>Transformative Mega Trends</b> Increased emphasis on inclusive communication technologies	2032 - 46	72	Logistic
7	<b>Competitive Intensity</b> Aggressive market entry strategies by international tech giants	2029 - 39	68	Logistic
8	<b>Innovative Business Models</b> Development of personalized accent translation profiles	2027 - 37	67	Polynomial
9	<b>Internal Challenges</b> Integration issues with legacy communication systems	2028 - 35	66	Oscillatory
10	<b>Industry Convergence</b> Partnerships between telecom and AI companies for real-time translation services	2025 - 35	62	Logistic

## The Transformation of the Accent Translation Industry

Customer experience is a key competitive differentiation factor that substantially impacts a company's success and a major component in determining client loyalty. Organizations are increasingly aware that they must prepare for and give their clients the best possible experience. A consistent customer journey requires the proper balance of people, processes, and technology. However, if done incorrectly, this task can be quite costly. Amidst the rise of artificial intelligence (AI)-based solutions and a challenging macroeconomic environment, most businesses are under increasing pressure to cut costs and gain efficiencies. Many businesses are outsourcing contact center operations to less expensive countries like India and the Philippines.

The decentralization of contact center work, enabling a dramatic increase in remote customer service agents, allows enterprises to recruit talent from non-urban areas, including rural regions of India, East Africa, and Southeast Asia. However, the traditional requirement for speech modification remains entrenched, despite mounting criticism of its cultural and psychological toll. As companies seek to scale global operations equitably, the tension between linguistic authenticity and customer expectations is becoming more visible. Frost & Sullivan points out that this shift presents an inflection point for redefining what “professional” communication means in an era of distributed, multilingual labor.

While accent neutralization remains a standard industry practice (especially in regions like India, the Philippines, Latin America, and parts of Sub-Saharan Africa, where English-speaking agents are trained extensively to adopt Western, often American, pronunciation), this training can span several weeks and includes phonetic drills, pronunciation modules, and psychological coaching, all aimed at suppressing the agent's native inflection. Though positioned as professional development, the practice imposes a form of linguistic conformity that reinforces old language hierarchies and can negatively affect agent confidence and job satisfaction.

In this landscape, Sanas, founded in 2020 in Palo Alto, California, emerges as a technological and ethical response, offering an innovative model that protects agent identity while enhancing cross-linguistic clarity in real time. Its rise signals a broader rethinking of what global voice communication should prioritize: comprehension without erasure.

### Equity in Speech

Sanas addresses a persistent inefficiency in global customer service operations: the widespread reliance on pronunciation neutralization training. Traditional models require near and offshore agents to alter their natural speech patterns to conform to Western linguistic norms, a process that is time-intensive, psychologically burdensome, and operationally inefficient. Sanas eliminates this outdated practice through accent translation, a real-time speech understanding technology, allowing agents to speak naturally while delivering modified audio to customers. This solution reduces training time, minimizes employee turnover, and removes structural bias embedded in legacy customer experience workflows.

The company's innovation strategy aligns with long-range macro trends in labor distribution and AI and equitable automation. As global enterprises increase reliance on geographically distributed service teams and as regulatory scrutiny around the ethical use of AI grows, the company is engineering infrastructure suited to this future. Its omni-directional noise reduction functionality enhances mutual intelligibility between customers and agents by minimizing background interference, without requiring linguistic conformity. This capability anticipates a shift in enterprise service standards, from uniformity to

*"Sanas' leadership is defined by the alignment of engineering excellence with ethical intent. The company's speech understanding platform eliminates the need for accent erasure, a practice rooted in colonial standards that equate professionalism with Western phonetics. In doing so, Sanas redefines voice technology as a tool for equity, not conformity."*

**- Ana Victoria Dominguez**  
**Best Practices Research Analyst**

inclusivity, positioning Sanas as a first mover in a new market category that prioritizes function and fairness.

Sanas' technology stack is built around proprietary neural networks designed for real-time inference. The company trains these models on specialized speech datasets optimized for speech diversity, environmental variation, and demographic representation. The result is a system that achieves sub-100 millisecond response times while maintaining accuracy across a wide range of use cases. This level of technical execution creates defensibility that generic AI vendors cannot easily replicate. The

company's core innovation, the ability to transform speech in real time without perceptible latency, forms a sustainable competitive advantage in both performance and scalability.

*"Sanas pioneering technology aligns perfectly with Wyndham's broader efforts to be genuinely consumer centric."*

-Michael Mahar, Wyndham Hotels & Resorts, Senior Vice President of Tech and Digital Services.<sup>1</sup>

Deployment methodology emphasizes speed and repeatability. Sanas integrates through a low-latency application programming interface, enabling clients to embed the solution directly into existing customer service platforms without altering upstream infrastructure. This deployment technique minimizes adoption barriers while accelerating return on investment. Feedback loops powered by anonymized usage data enable continuous model refinement post-deployment, ensuring that quality improves without service interruption. This end-to-end process management ensures reliability and consistency at scale, even across heterogeneous enterprise environments.

Frost & Sullivan is impressed by Sanas' leadership; it is defined by the alignment of engineering excellence with ethical intent. The company's speech understanding platform eliminates the need for accent erasure, a practice rooted in colonial standards that equate professionalism with Western phonetics. In doing so, Sanas redefines speech technology as a tool for equity - not conformity. It enables agents to maintain their identity while enhancing intelligibility, meeting enterprise-grade requirements without compromising human dignity. This dual focus on performance and justice establishes the vendor as a category-defining leader in speech understanding, distinct from both legacy business process outsourcing providers and generalized AI vendors.

<sup>1</sup> <https://www.sanas.ai/customer-stories/wyndham-hotels> Accessed May 2025

## Enhancing Cross-linguistic Clarity

Sanas delivers a customer ownership experience defined by frictionless integration, system flexibility, and immediate operational value, regardless of infrastructure constraints. The platform operates efficiently even on low-end hardware, enabling deployment across under-resourced geographies without compromising performance. During customer onboarding, the system requires no modification of agents' speech or complex reconfiguration of existing infrastructure. Real-time speech understanding works with negligible latency, preserving audio quality while eliminating the perceptual burden on either party in the conversation. This simplicity empowers clients with full operational control: they can customize voice profiles, adapt integration settings, and monitor performance metrics through an intuitive interface. As a result, enterprises in locations such as rural India can offer world-class customer service without having to overcome the typical technological or linguistic barriers. The solution's accessibility, configurability, and transparency establish a user experience rooted in mastery rather than dependence, creating long-term product ownership and trust.

Customer support at Sanas is nicely structured for both precision and accessibility. The company assigns

*"The company redefines voice AI as a vector for inclusion, rather than conformity, by enabling agents to retain their natural accents while ensuring intelligibility at scale. This orientation is particularly impactful in sectors with globally distributed teams and has resonated in markets historically marginalized by conventional linguistic norms."*

**- Sebastian Menutti**  
Industry Director, Customer Experience

enterprise clients dedicated technical teams with expertise in voice model adaptation, latency mitigation, and environment-specific optimization. These teams provide around-the-clock coverage across global time zones and integrate into clients' preferred communication platforms, minimizing friction during issue resolution. The company's documentation ecosystem is designed for clarity and speed: operational guides and deployment manuals are tailored to the needs of both engineering and operations teams, reducing the time to first value. This support model consistently delivers performance above industry benchmarks, with low resolution times and post-deployment satisfaction scores

exceeding 90% in independent audits. The technical service experience reinforces client confidence in both the system and the company, positioning it as a trusted infrastructure partner.

*"Our partnership with Sanas is really an important building block for our AI growth strategy. We believe building better human connections is key, and Sanas will be an important part of doing so."*

-Thomas Mackenbrock, TP Group, Deputy CEO.<sup>2</sup>

Beyond technical integration, Sanas delivers measurable business impact by removing the linguistic barriers that have long limited access to diverse, global talent. With no need for agents to undergo time-consuming accent training or alter their natural speech, companies significantly reduce onboarding costs and accelerate time to proficiency. This unlocks hiring opportunities in regions such as rural India and the broader Global South, empowering skilled agents to deliver professional service in their authentic voices.

<sup>2</sup> <https://www.sanas.ai/customer-stories/tp> Accessed May 2025

At the same time, customers benefit from conversations that are clear, natural, and free of miscommunication.

This model enhances both employee experience and operational performance. Clients have seen a 14% boost in first-call resolution within just 90 days of implementation, driven by smoother interactions and fewer misunderstandings. Adoption has been widespread, with 97% of agents actively using the technology, and no reported instances of customers asking to switch agents due to accent-related concerns.<sup>3</sup> By supporting effective communication without erasing individuality, Sanas helps its partners build inclusive, scalable, and customer-centric support operations that consistently meet business key performance indicators.

Sanas' brand equity is built on a rare combination of technical superiority and ethical clarity. The company redefines voice AI as a vector for inclusion, rather than conformity, by enabling agents to retain their natural accents while ensuring intelligibility at scale. This orientation is particularly impactful in sectors with globally distributed teams and has resonated in markets historically marginalized by conventional linguistic norms. Clients view the company as a brand aligned with both operational excellence and social responsibility. Enterprise adoption patterns reflect this: repeat contracts, multi-regional deployments, and client referrals are driven not merely by functionality, but by a shared commitment to equity in communication. This durable trust differentiates Sanas in the crowded AI field, anchoring long-term customer loyalty and sustained market expansion.

## Conclusion

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Frost & Sullivan applauds the way that Sanas has transformed the landscape of global customer service by eliminating the need for accent neutralization through its real-time voice transformation technology. Its solution empowers agents to retain their natural speech, improving operational efficiency while advancing linguistic equity. The platform's ease of integration, ability to run on low-end hardware, and configurability make it accessible across diverse environments, including under-resourced regions. The company delivers exceptional customer service through dedicated global support, rapid deployment, and consistently high satisfaction scores. With a foundation in technical excellence and ethical design, the company is redefining voice artificial intelligence as a tool for both performance and dignity, earning it deep customer loyalty and industry-wide distinction.

With its strong overall performance, Sanas earns Frost & Sullivan's 2025 North America Company of the Year Recognition in the accent translation solutions industry.

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<sup>3</sup> [https://www.sanas.ai/blog/bridging-the-understanding-gap?utm\\_source=chatgpt.com](https://www.sanas.ai/blog/bridging-the-understanding-gap?utm_source=chatgpt.com) Accessed May 2025

## What You Need to Know about the Company of the Year Recognition

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Frost & Sullivan's Company of the Year Recognition is its top honor and recognizes the market participant that exemplifies visionary innovation, market-leading performance, and unmatched customer care.

### Best Practices Recognition Analysis

For the Company of the Year Recognition, Frost & Sullivan analysts independently evaluated the criteria listed below.

#### Visionary Innovation & Performance

**Addressing Unmet Needs:** Customers' unmet or under-served needs are unearthed and addressed to create growth opportunities across the entire value chain

**Visionary Scenarios Through Megatrends:** Long-range scenarios are incorporated into the innovation strategy by leveraging mega trends and cutting-edge technologies, thereby accelerating the transformational growth journey

**Leadership Focus:** The company focuses on building a leadership position in core markets to create stiff barriers to entry for new competitors and enhance its future growth potential

**Best Practices Implementation:** Best-in-class implementation is characterized by processes, tools, or activities that generate consistent, repeatable, and scalable success

**Financial Performance:** Strong overall business performance is achieved by striking the optimal balance between investing in revenue growth and maximizing operating margin

#### Customer Impact

**Price/Performance Value:** Products or services offer the best ROI and superior value compared to similar market offerings

**Customer Purchase Experience:** Purchase experience with minimal friction and high transparency assures customers that they are buying the optimal solution to address both their needs and constraints

**Customer Ownership Excellence:** Products and solutions evolve continuously in sync with the customers' own growth journeys, engendering pride of ownership and enhanced customer experience

**Customer Service Experience:** Customer service is readily accessible and stress-free, and delivered with high quality, high availability, and fast response time

**Brand Equity:** Customers perceive the brand positively and exhibit high brand loyalty, which is regularly measured and confirmed through a high Net Promoter Score®



## Best Practices Recognition Analytics Methodology

### Inspire the World to Support True Leaders

This long-term process spans 12 months, beginning with the prioritization of the sector. It involves a rigorous approach that includes comprehensive scanning and analytics to identify key best practice trends. A dedicated team of analysts, advisors, coaches, and experts collaborates closely, ensuring thorough review and input. The goal is to maximize the company's long-term value by leveraging unique perspectives to support each Best Practice Recognition and identify meaningful transformation and impact.

VALUE IMPACT			
STEP		WHAT	WHY
1	<b>Opportunity Universe</b>	Identify Sectors with the Greatest Impact on the Global Economy	Value to Economic Development
2	<b>Transformational Model</b>	Analyze Strategic Imperatives That Drive Transformation	Understand and Create a Winning Strategy
3	<b>Ecosystem</b>	Map Critical Value Chains	Comprehensive Community that Shapes the Sector
4	<b>Growth Generator</b>	Data Foundation That Provides Decision Support System	Spark Opportunities and Accelerate Decision-making
5	<b>Growth Opportunities</b>	Identify Opportunities Generated by Companies	Drive the Transformation of the Industry
6	<b>Frost Radar</b>	Benchmark Companies on Future Growth Potential	Identify Most Powerful Companies to Action
7	<b>Best Practices</b>	Identify Companies Achieving Best Practices in All Critical Perspectives	Inspire the World
8	<b>Companies to Action</b>	Tell Your Story to the World (BICEP*)	Ecosystem Community Supporting Future Success

\*Board of Directors, Investors, Customers, Employees, Partners

## About Frost & Sullivan

Frost & Sullivan is the Growth Pipeline Company™. We power our clients to a future shaped by growth. Our Growth Pipeline as a Service™ provides the CEO and the CEO's growth team with a continuous and rigorous platform of growth opportunities, ensuring long-term success. To achieve positive outcomes, our team leverages over 60 years of experience, coaching organizations of all types and sizes across 6 continents with our proven best practices. To power your Growth Pipeline future, visit Frost & Sullivan at <http://www.frost.com>.

## The Growth Pipeline Generator™

Frost & Sullivan's proprietary model to systematically create ongoing growth opportunities and strategies for our clients is fueled by the Innovation Generator™.

[Learn more.](#)

### Key Impacts:

- **Growth Pipeline:** Continuous Flow of Growth Opportunities
- **Growth Strategies:** Proven Best Practices
- **Innovation Culture:** Optimized Customer Experience
- **ROI & Margin:** Implementation Excellence
- **Transformational Growth:** Industry Leadership



## The Innovation Generator™

Our 6 analytical perspectives are crucial in capturing the broadest range of innovative growth opportunities, most of which occur at the points of these perspectives.

### Analytical Perspectives:

- **Megatrend (MT)**
- **Business Model (BM)**
- **Technology (TE)**
- **Industries (IN)**
- **Customer (CU)**
- **Geographies (GE)**

