

AssistRing Launches ARIS, Bringing 100% AI Quality Assurance to Customer Service Outsourcing

AssistRing introduces ARIS, a four-product AI suite built in-house, led by Sage, an evaluator that scores 100% of customer calls against an industry norm of 2%.

STRATHAM, NH, UNITED STATES,
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AssistRing, a managed customer service BPO founded in 2024, today announced the launch of [ARIS](#), its proprietary AI suite for customer support operations. ARIS comprises four products developed by the company's own engineering team: Sage for full-coverage quality assurance, Edith for real-time call translation, Agent Copilot for live in-conversation guidance, and VOX for autonomous voice and chat handling. The suite is being made available to clients as part of AssistRing's managed service rather than sold as standalone software.

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Most BPOs guess quality by sampling just 2% of calls. We built Sage to score 100% of conversations, even the parts that look bad. So you can measure true quality and fix what's broken.”

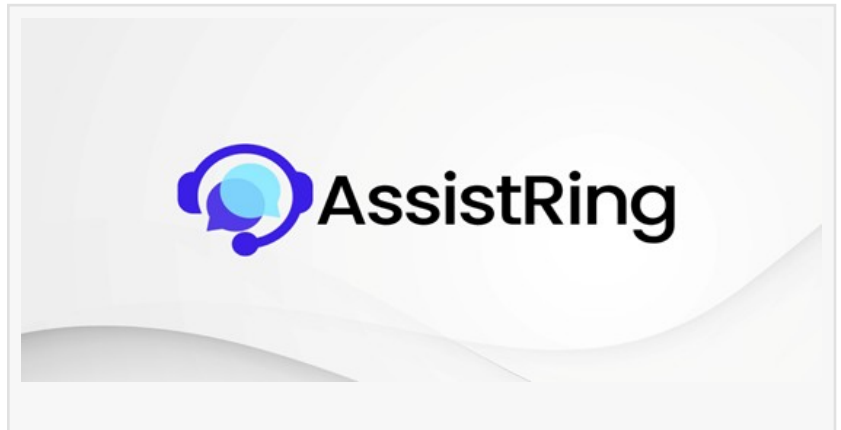
Arsalan Kamran, CEO and Co-Founder

The Measurement Gap ARIS Was Built to Close

For decades, outsourced call center and customer support operations have relied on manual quality assurance sampling, because reviewing every interaction was not operationally practical. A quality analyst scores a limited set of calls, and managers use that sample to identify trends. Industry practice commonly puts that sample at 1

to 3 percent of conversations. The method gives brands some visibility, but it leaves the large majority of customer conversations unreviewed and unused for improvement.

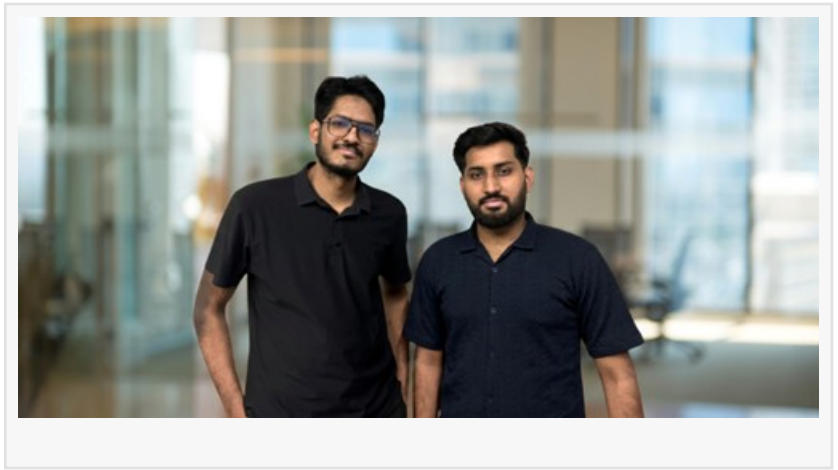
Sage is built to remove that limitation. The evaluator scores 100 percent of customer conversations against each client's own scorecard, giving support leaders account-level visibility into recurring policy gaps, coaching needs, escalation patterns, and service risks. Instead of



extrapolating from a handful of reviewed calls, clients can see patterns across the full conversation set.

"Every BPO in the world will tell you they care about quality, then show you a report built on two percent of the calls. We built Sage because that never sat right with me. If you are only listening to two percent, you are not measuring quality, you are guessing at it and hoping the sample was

representative. We score every conversation, we show clients the full picture including the parts that make us look bad, and we fix what the data actually says is broken," said Arsalan Kamran, CEO and Co-Founder of AssistRing.



ARIS Points AI at Measurement and Agent Capability

Alongside [Sage](#), the ARIS suite includes three further products. Edith provides real-time call translation across more than 60 languages, allowing a trained agent to serve customers in multiple markets without a separate language team for each one. Agent Copilot surfaces the relevant standard operating procedure, policy, or answer during a live interaction, which is intended to shorten new-agent ramp time and reduce escalations caused by knowledge gaps. VOX handles high-volume repetitive voice and chat contacts autonomously and transfers to a human agent when a conversation requires judgment or exception handling.

All four products operate within AssistRing's human-in-the-loop model. AI is assigned to measurement, translation, repetitive contacts, and real-time agent assistance, while trained agents remain responsible for interactions involving exceptions, retention risk, complex troubleshooting, or emotional context.

"The industry got the AI question backwards. Everyone is racing to automate the conversation and leaving the measurement manual. We did the opposite. Automate the measurement, give agents better tools in the moment, and protect the human on the calls that decide whether a customer stays or leaves," said Kamran.

Language Coverage for Market Entry

Edith addresses a second constraint common in multilingual customer support outsourcing. Traditional multilingual support requires separate recruiting, training, and management for every language team, which makes simultaneous market entry slow and expensive. Real-time translation lets one trained agent hold a live conversation across language markets, changing market entry from a hiring problem into a configuration one.

AssistRing supports e-commerce, SaaS, hospitality, retail, real estate, and healthcare-adjacent

businesses, with engagements ranging from small pilot pods to fully managed departments. Services include tier one and tier two support, order and returns management, appointment scheduling, client intake and scheduling, technical troubleshooting, email, live chat, social support, back office workflows, and after-hours coverage.

"Language should not be the reason a good company cannot enter a market. Before [Edith](#), serving customers in a new country meant recruiting a whole new team in that language. Now it means turning it on," said Kamran.

Managed BPO Structure Keeps Accountability With One Provider

AssistRing maintains registered corporate entities in the United States and Germany for local contracting and client-facing account management, including German-language leadership for DACH accounts. Service delivery runs from the company's operations center in Karachi, Pakistan, where more than 100 agents provide 24/7 coverage across voice, email, live chat, social, and back office workflows. The structure gives clients in-market accountability and cost efficiency through a single managed provider.

Track Record Since 2024

AssistRing has grown since its 2024 founding to support clients including Royal Nawaab in UK hospitality, AmazeWholesale in e-commerce and wellness, and Locum Smart in UK healthcare staffing. Verified client feedback on Clutch documents outcomes including a call drop rate reduced from 40 percent to under 3 percent, tens of thousands of inbound calls handled monthly, and 24/7 coverage maintained 365 days a year. AssistRing holds a verified 5.0 rating on Clutch and is recognized among leading BPO and customer support providers in Pakistan.

Data Handling and Account Readiness

AssistRing maintains GDPR-compliant data handling processes for European and UK clients and HIPAA-ready workflows for healthcare-adjacent engagements. These workflows include access controls, agent training, and audit trails. The company does not present these workflows as certifications, but as operating processes designed for clients that require controlled handling of sensitive customer information.

AssistRing treats its 2024 founding as an operational advantage. The company built its quality model around AI-enabled measurement from the start, rather than adding AI tools to a manual sampling process designed for an era when reviewing every conversation was impossible. For support leaders evaluating a customer support BPO, that produces a different question to ask a provider: how much of the customer experience can you actually see, evaluate, and act on.

More information is available at assistring.com, including ARIS, Edith, Sage, and Agent Copilot. The company can be contacted at info@assistring.com.

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