# Generative AI for the Contact Center

Turn real-time insights into real-time action.

The contact center is the front door of your business. It's where you win new customers and delight return customers. In fact, 80% of customers believe customer experience is more important than a company's product or service.

In today's remote world, when one conversation has the power to make or break your brand, how do you guarantee every contact center interaction is excellent? How do you ensure your contact center is driving the best customer experience? Enter Cresta.

The All-in-One Generative AI Platform for Modern Contact Centers

Cresta is real-time intelligence for the contact center. Our modular, generative AI-powered products quickly layer into any contact center to help agents, managers, and leaders work together to grow revenue and improve efficiency.
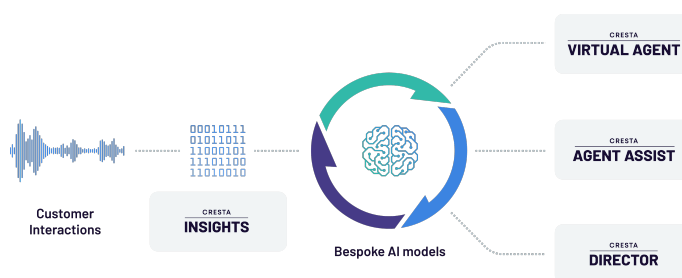
Cresta centralizes and amplifies the knowledge, insights, and coaching your contact center needs to reach peak performance. Our products seamlessly work together to close the gap between insight and action and unlock each team's superhuman abilities.

Turn real-time intelligence into real-time action, making agents and managers more productive, contact centers smarter, and customers happier. Today, we power customer experiences for brands like CarMax, Blue Nile, Earthlink, Intuit, Porsche, Sleep Number, Holiday Inn Vacations, Cox Communications, and more.

Why customers choose Cresta:

Real-Time AI for Real-Time Impact
From our architecture to our generative AI-driven solutions, real-time is at our core.

Custom AI Tailored to Your Business
Cresta builds generative AI models tailored to fit each customer's unique needs.

Go From Insights to Action
Uncover insights and immediately take data-driven action on a single platform.

Omni-Channel, Omni-Use Case
Built to help sales and care teams across voice and chat.

Platform-Agnostic
Cresta quickly layers into any contact center: cloud, hybrid, or on-prem.

What Customers Are Saying

"Cresta has developed best-in-class technology."

CARMAX

"Cresta was a real game changer for us."

Blue Nile

"Agents who use Cresta had much better conversion rates."

COX

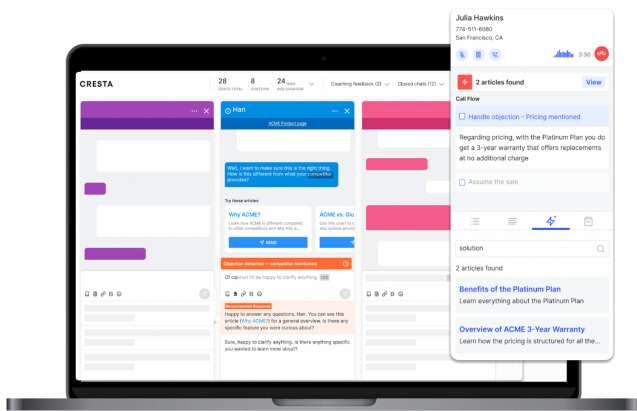# Products Powered By Generative AI To Help Teams Unlock Peak Performance

DRIVE ACTION WITH DATA-DRIVEN INSIGHTS

Turn your contact center into a strategic advantage by using generative AI-powered conversational insights to uncover trends that you can use to inform business strategy, performance management, and CX.

ACCELERATE QUALITY ASSURANCE & PERFORMANCE MANAGEMENT

Understand, evaluate, coach, and take action. Cresta analyzes 100% of conversations in real time, assists the QA process, tracks agent performance, and offers enriched coaching tools so managers can quickly act on their findings and build higher-performing teams.
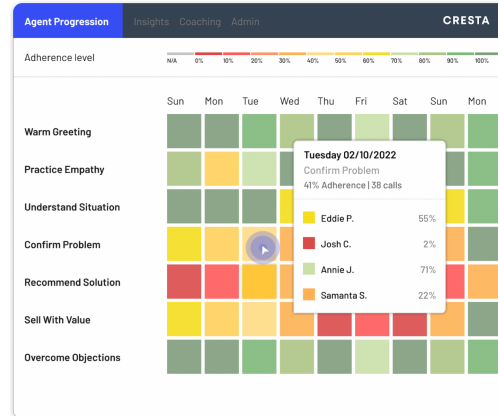

MAKE EVERY AGENT YOUR BEST AGENT

Cresta's real-time intelligence amplifies the best practices of top performers across your team, guiding agents through customer conversations with generative AI-powered coaching and key automations like Auto Summarization, Knowledge Assist, and more.

ENABLE INTELLIGENT AUTOMATION

Prioritize the right use cases and build chatbots that benefit from field-tested agent responses with Cresta's stage-of-the-art NLU and Conversation Design Experts.

Discover automation-ready use cases with generative AI analysis of conversation flows, behaviors and results, then deploy intelligent virtual agents to automate interactions and drive customers toward your desired outcomes.

CRESTA

Contact pro@cresta.com to learn more