

CRESTA

Cresta Agent Assist for Chat

Turn Every Agent Into Your Best Agent

Agents are the face of your brand. Enabling them to make every interaction count is critical to your customer experience. But existing tools and processes only help agents before or after a call, not during.

Cresta's AI-driven Agent Assist uses real-time coaching and guidance to help agents expertly navigate customer conversations. With Agent Assist, agents get the support they need to deliver business outcomes and world-class CX.

Cresta's AI-driven Agent Assist helps every agent expertly navigate customer conversations, helping them be more productive, more effective, and having faster and easier access to answers. Cresta assists agents at the speed of conversation.

Boost Productivity

Cresta makes agents faster by automating repetitive and redundant tasks.

Cresta's automation features reduce the time required to craft responses, take notes and complete post-call work.

Cresta has been proven to save agents as much as 5 hours per week, freeing them to spend more time focused on customers.

Key Features: Suggestions, Smart Compose, Automatic Note Taking

Coach Effectively

Improving agent performance requires more than just making agents faster, it requires making them more effective.

Cresta provides agents with real-time behavioral coaching that helps agents improve soft skills and up-level their performance during every conversation.

This is proven to improve agent performance over time and help new agents ramp up faster.

Key Features: Checklists, Hints, Live Assist, Behavioral Reinforcement

Unlock Knowledge

Agents spend 33% of a conversation searching for answers to customer questions.

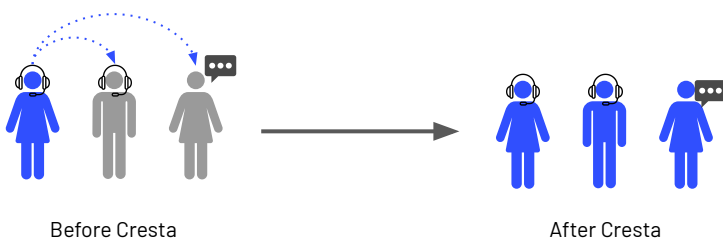
Cresta solves that with knowledge-focused features that let agents quickly access knowledge base articles and step-by-step instructions all through a single search bar.

This dramatically reduces AHT while improving CSAT and ESAT.

Key Features: Knowledge Base Search, Guided Workflows

Cresta Scales What Already Works.

Cresta trains AI models that reinforce best practices and top performing behaviors. Agent Assist amplifies these behaviors across your entire team in real-time.



Firms using real-time agent assist see a 2.4x increase in agent productivity.¹

¹ Aberdeen, August 2020

² Cresta Data

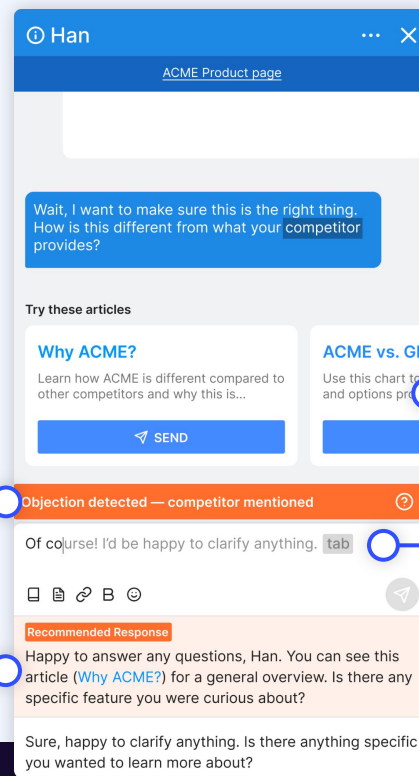
Cresta Agent Assist for Chat

Hints:

Personalized, live, AI-powered coaching helps agents hone their skills and expertly navigate every conversation.

Suggestions:

Agents can quickly select and send AI-generated responses trained by top-performers.



Knowledge Base Search:

Automatically surface the perfect answer to customer questions, helping agents resolve questions 14% faster.³

Smart Compose:

Agents can press "tab" to auto-complete responses, saving each agent more than 5 hrs. of typing time per week.⁴

Behavioral Reinforcement:

When an agent uses a Suggested Response or Dynamic Coaching, Cresta marks their progress, motivating them to continue and stay on track.

Live Assist:

Managers can spot coaching moments in Live Conversations and immediately send messages, hints, articles, or workflows to agents in realtime.

What Customers Are Saying

"Cresta is unlike anything we've seen before. Agents who used Cresta had much better conversion rates, more revenue, and better interactions with customers."

- Kathleen Preston, Director of National Online Programs, Cox

"By using Cresta, frontline leaders cut the time it takes them to coach their team in half!"

- Contact Center Manager at Top-5 SaaS Company

"Cresta actually saved one of my sales. Cresta helps steer the conversation, especially when I don't know what else to ask the customer."

- Agent at Top Specialty Retailer

³ Aberdeen, August 2020: "Agents spend 14% of their time searching for answers to customer questions"

⁴ Cresta Data

Customer Results

14.7%	Improvement in conversion Global SaaS Leader
5.5hrs	Per week of typing saved for each agent Top Specialty Retailer
5.5x	Reduction in new agent ramp time Top-5 SaaS Company
90%	Agents say Cresta increases their career satisfaction Cresta Survey