# Cresta for Airlines

Cresta helps airlines achieve stable success in a turbulent market. With a Real-Time Intelligence suite designed to drive business results, the sky's the limit.

## Real-Time Intelligence for an industry in motion

Tapping into insights buried in a high volume of conversations can transform burnt-out agents into a core group of experts. By scaling high performance, you'll speed up interactions without compromising care, and have complete visibility — and you'll do it all in real-time.

**Boost Efficiency & Reduce AHT**
Equip every agent with AI-powered coaching and assistance so they have better access to knowledge and greater confidence in resolving customer issues.

**Uncover & React to New Conversation Reasons**
Gain a real-time view of emerging conversation trends; instantly deploy relevant workflows and knowledge with Cresta's integrated platform.

**Ramp Up New Agents Faster & Scale Consistency**
Whether they work from home or within a BPO, agents empowered by Cresta stick to best practices more and achieve their full potential faster.

**Automate Repetitive Work & Boost ESAT**
Cresta identifies repetitive, easily automated conversations and handles simple tasks so agents are free to focus on conversations, boosting satisfaction for both employees and customers.

## Build better CX — and do more with less

According to the US Travel Association, despite high inflation and economic projections, travel will remain resilient with domestic leisure travel surpassing pre-pandemic levels, domestic business travel increasing to 81%, and international travel continuing to grow rapidly.

As a result, airlines are grappling with increased volume and pressure to cut costs in a highly competitive market. At the same time, many airlines are short-staffed with agents at risk for burnout.

With customer conversations averaging up to one hour, airlines need a way to improve agent efficiency and satisfaction to drive customer loyalty.

Cresta empowers efficiency with:

- Automatic Summarization and Note taking

- Smart Compose and Suggestions to speed productivity

- Hints and Guided Workflows to scale best practices and provide real-time support

## Deploy knowledge to every agent, exactly when it's needed

When Irregular Operations lead to unexpected surges in volume, agents struggle to provide up-to-date information. This compounds the pressure already created by IROPs, leading to frustrated agents and dissatisfied customers. Cresta streamlines a real-time flow of information with Knowledge Assist, Guided Workflows, and Topic Discovery. Features like these make it possible to:

- Uncover the reasons for volume spikes and extend accurate information to every agent in real-time

- Automatically surface relevant responses for faster resolution

- Help agents improve efficiency and effectiveness with real-time hints

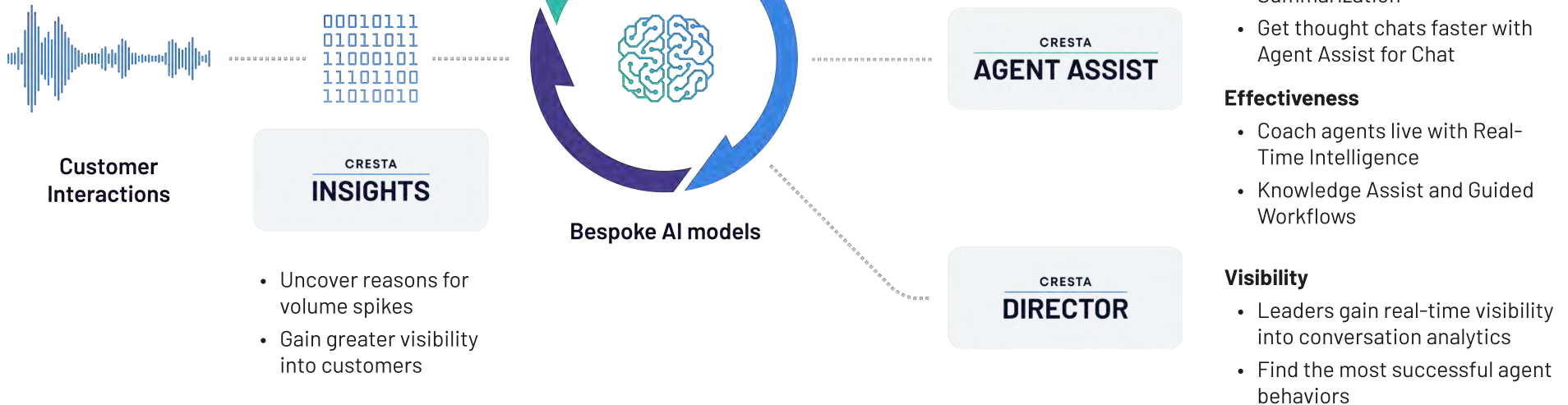## Turn new agents and BPO partners into top performers

In the midst of a hiring frenzy, many airlines are struggling to manage increased volume. They're restaffing quickly and often turn to BPO partners for added support. But brand new agents take months to reach full productivity, and airlines have little to no visibility into BPO performance. With Cresta, even brand new teams and unfamiliar BPOs can perform like top agents — Cresta helps through:

- Behavioral Hints and Coaching Plans & Scorecards that scale consistent performance

- Real-time Hints and Coaching to help new agents ramp up weeks faster

- Guided Workflows that can be updated in real-time, allowing agents to respond quickly and knowledgeably, even during IROPs.

# Cresta's Real-Time Intelligence targets airlines' biggest challenges

As the central hub of intelligence, Cresta improves with every conversation

**Customer Interactions**

`00010111`
`01011011`
`11000101`
`11101100`
`11010010`

**CRESTA**
**INSIGHTS**

- Uncover reasons for volume spikes
- Gain greater visibility into customers

**Bespoke AI models**

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**CHATBOT**

- Self Service Automation
- Cresta trains chatbot and existing IVR solutions in a continuous loop

**Efficiency**

- Reduce after call work with Automatic Note Taking and Summarization
- Get thought chats faster with Agent Assist for Chat

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**AGENT ASSIST**

**Effectiveness**

- Coach agents live with Real-Time Intelligence
- Knowledge Assist and Guided Workflows

**Visibility**

- Leaders gain real-time visibility into conversation analytics
- Find the most successful agent behaviors

**CRESTA**
**DIRECTOR**

With lower revenue, lower headcount and higher volume, airlines need to work smarter. Leave simple questions to automation so agents can focus on complex issues. Make comprehensive knowledge easily accessible to improve efficiency and drive down agent frustration. Support agents in real-time to reinforce best practices, help guide conversations and scale high performance. Build a loyal customer base despite lacking resources.

By leveraging the power of Real-Time Intelligence, Cresta makes a new tier of success reachable.

**23%**
increase in ESAT

**2 week**
reduction in ramp time

**20%**
increase in CSAT

**5 hours**
saved on repetitive work per week

**10%**
lower AHT

Contact pro@cresta.com to learn more

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