

Cresta Director

Accelerate Coaching, QA & Performance Management

Cresta Director offers complete visibility into 100% of conversations and arms managers with AI-driven tools to find the moments that matter, evaluate 4x faster, and coach smarter. Now, rather than spending hours reviewing conversations, managers can instantly focus on the performance gaps that move the needle.

Cresta Director

Cresta Director uses state-of-the-art natural language understanding (NLU) to analyze 100% of conversations and measure agent adherence to key behaviors and best practices. Director helps managers track team progress and tie coaching opportunities to ROI, so managers can instantly determine who and what to coach to drive the greatest business impact.

What Customers Are Saying

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"Any coach knows the biggest challenge is consistency and I love how Cresta helps my frontline leaders measure consistency."

- Inside Sales Executive



Went from 4 to 17 coaching sessions per month

Cresta Director benefits include:



100% Visibility:

Cresta takes coverage from 2-3% to 100%. Get visibility into every conversation, and easily search and filter to find the most important moments.



Tie Behaviors to Business Outcomes:

Understand the behaviors and factors that are truly moving business KPIs like conversion rate and resolution in the right direction.



Automate QA:

Cresta automatically evaluates every conversation against key behaviors and criteria, saving managers more than 20 hours per week.



Improve Coaching and Consistency:

Quickly review team performance, identify coachable moments, and create personalized coaching tips for teams and individual agents.

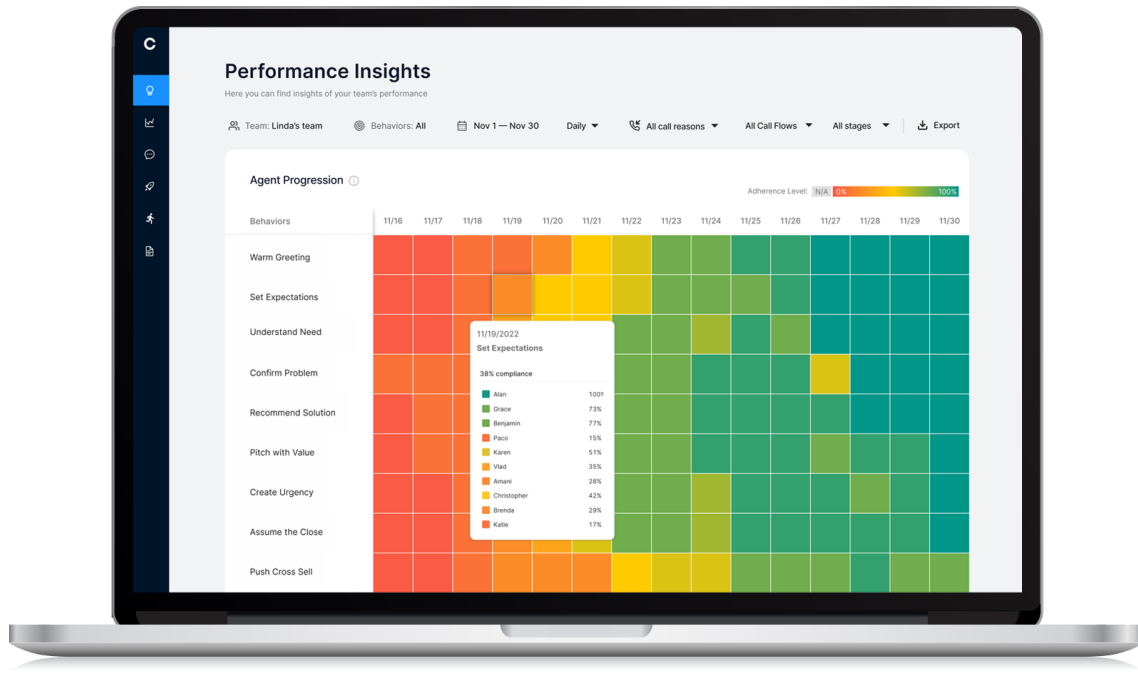


Drive Adherence and Consistency:

Organizations can standardize processes across agents and coaches.

Managers can save more than
20 hours per week





GET VISIBILITY INTO EVERY CONVERSATION

Get visibility into 100% of conversations and instantly jump to key-moments with intuitive easy-to-use navigation tools.

Key Capabilities:

- Review transcripts live or after the conversation
- Quickly jump to key moments of the conversation with AI-powered navigation tools
- Get real-time alerts when agents need help or compliance infractions occur
- Directly message agents during live conversations

FOCUS ON THE MOMENTS THAT MATTER

Cresta evaluates every conversation and determines where you should focus your coaching efforts to drive maximum ROI.

Key Capabilities:

- Understand which behaviors are tied to business outcomes, like sales and issue resolution
- Track agent adherence and performance over time to uncover coaching opportunities
- Quickly rank teams and identify what sets top performers apart from the rest of the pack

AUTOMATE QUALITY MANAGEMENT

Cresta Auto QA automates scoring and QA evaluations so managers can instantly identify compliance and performance gaps that need attention.

Key Capabilities:

- Cresta automatically scores every conversations against key criteria and suggests the best ones to review
- Accelerate reviews with AI-powered navigation tools that jump to key moments of every transcript
- Embed evaluations into agent coaching plans so agents know where to focus

COACH EVERY AGENT ON EVERY CONVERSATION

Use Cresta's scores and evaluations to create data-backed coaching plans for each agent, or to coach every agent at scale with Real-Time Agent Assist.

Key Capabilities:

- Pull each agent's behavior metrics, QA scores, and manager feedback into a personalized coaching plan
- Save and share the best conversations across teams
- Cresta's Real-Time Agent Assist uses real-time coaching to help agents improve efficiency and effectiveness on every conversation

