

Cresta Agent Assist for Voice

Turn Every Agent Into Your Best Agent



Agents are the voice 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.

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.

Unlock Knowledge

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

Cresta solves that with knowledge-focused features that surface relevant knowledge base articles and step-by-step instructions to support the intent of the conversation.

This dramatically reduces AHT while improving CSAT and ESAT.

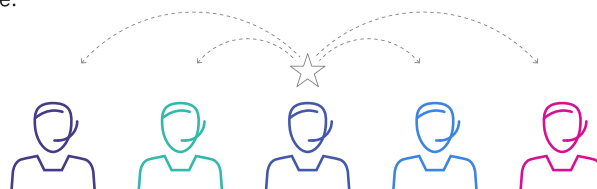
Key Features:
Automatic Note Taking & Summarization

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

Key Features:
Knowledge Assist, 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.



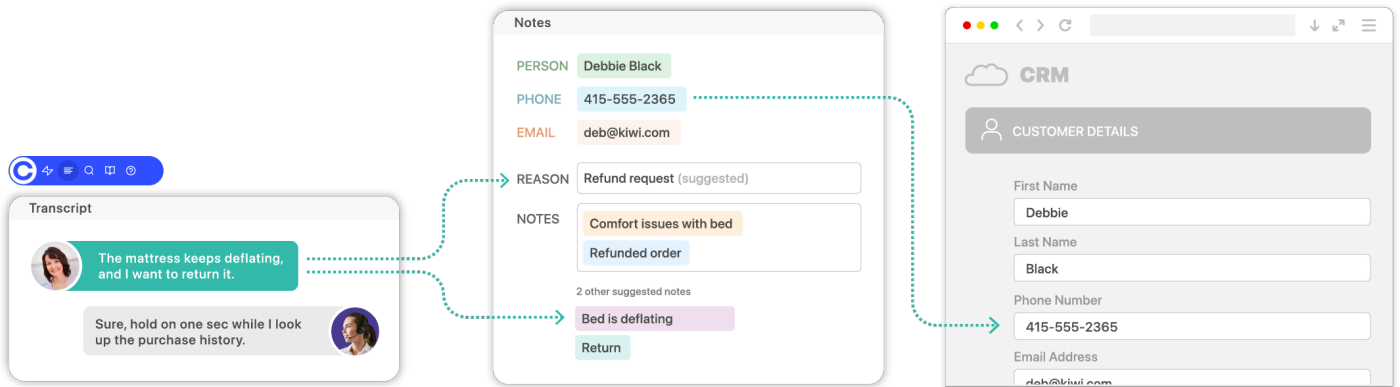
Firms using real-time agent assist see a 2.4x increase in agent productivity.¹

Sources:
1 Aberdeen, August 2020
2 Cresta Data

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✓ **Auto Note-Taking:**
Automatically capture key information during conversations and free agents to focus on the customer.

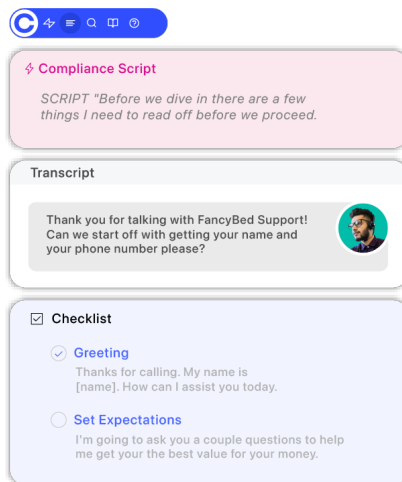
✓ **Automatic Summarization:**
Real-time conversation summaries reduces during and after call work and improves operational accuracy.



✓ **Live Assist:**
Agents can raise their hand and ask for assistance from their manager within the Cresta Desktop App.

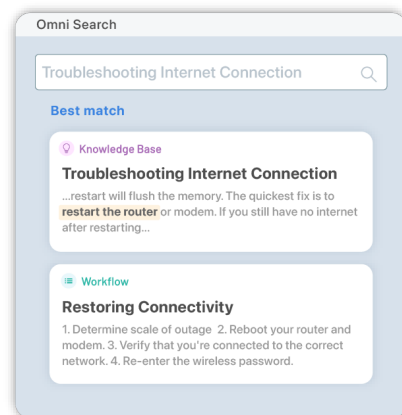
✓ **Hints:**
Dynamically presents agents with coaching at the right moments of every call or chat, helping agents hone their skills and expertly navigate every conversation.

✓ **Checklists:**
Cresta guides agents down an ideal call-flow and crosses off a task when complete, helping them stay on-script and follow best practices.



✓ **Guided Workflows:**
Step-by-step workflows to support complex use cases that require decision trees.

✓ **Knowledge Assist**
Automatically surface the perfect answer to customer questions, helping agents resolve questions 14% faster.²



What Customers Are Saying

"Cresta greatly reduces our agent ramp time, helping new agents to provide maximum customer value fast and leading to increased CSAT and RPC."

Head of SMB Sales at Global Cloud Storage Leader

"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 helps me to stay on track and also transcribes exactly what the customers say so I can refer back instead of asking them to repeat themselves."

Agent at Cox

Customer Results

Top Specialty Retailer:
24% More revenue per conversation

Top-5 SaaS Company :
5.5x Reduction in new agent ramp time

Cresta Survey:
90% Agents say Cresta increases their career satisfaction

CRESTA



Contact pro@cresta.com to learn more

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