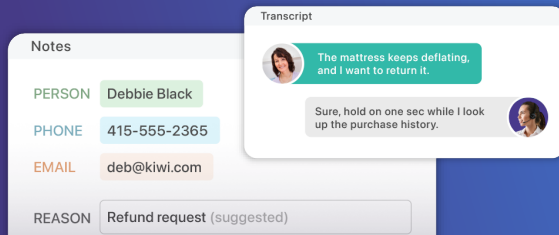


# Auto Summarization & Note Taking

## Agent Efficiency



Agents spend a whopping 1/3 of call time on post-call activities from writing notes and summaries to copy-and-pasting them into different applications.

Meet Auto Summarization & Note Taking, and say goodbye to tedious tasks and After Call Work that are slowing down your agents.

## Unlock Agent Productivity

Cresta Auto Summarization & Note Taking automate away tedious tasks like mid-call note taking and post-call work so that agents can provide better service and move through calls more efficiently

### Challenges Facing Agents Today

#### Tedious After Call Work:

Agents scramble to complete post-call summaries that kill AHT and leaves the next customer waiting

#### Mid-Call Distractions:

Agents are torn between keeping accurate notes for later and giving their full focus to the customer

#### Rushing Leads to Inaccuracy:

Intense time pressure in between calls leads to poor or skipped summaries, leaving contact center leaders without the data they need to run their business

#### Switching Between Tools:

Agents waste time switching applications to copy-and-paste call summaries

### Cresta Features



#### Auto Summarization

Automatically summarize calls including call reason, resolution, actions and follow ups.



#### Auto Note Taking

Automatically extract key information and custom entities in real-time.



#### AutoFill

Automatically integrate with 3rd party systems and enrich them with notes and summaries.

### Cresta Agent Efficiency Results

↓ **AHT**

**Average Handle Time**

By automating mid-call notes and post-call summaries

↓ **ACW**

**After Call Work**

By automatically uploading summaries to CRMs

↑ **CSAT**

**Customer Satisfaction**

By reducing wait times and artificial pauses for note taking

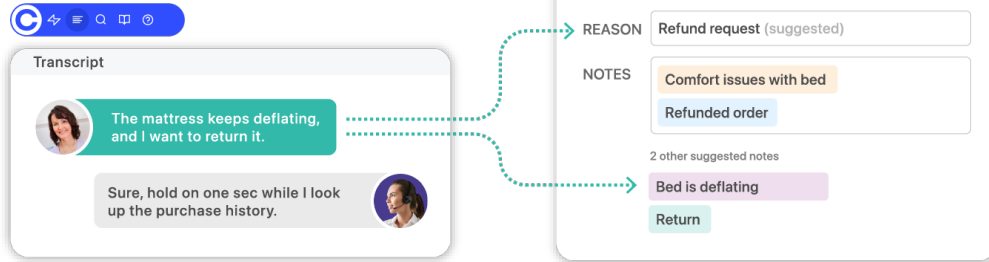
**Accurately Capture Call Disposition**

By automating 100% of call summaries

Speed Up Agents After the Call:

## AUTO SUMMARIZATION

Goodbye, After Call Work! Now Cresta automatically summarizes conversations, recording call reason, call resolution, actions taken, key outcomes and required follow ups.

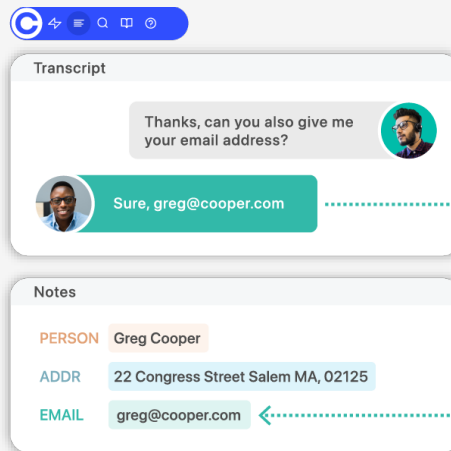


- ✓ **Real-Time:**  
Cresta continually generates notes as the call progresses
- ✓ **Summaries Include:**  
Call Reason, Actions Taken, Resolution Offered, Follow Ups, and Custom Entities
- ✓ **Assistive:**  
Agents can quickly edit summaries in seconds
- ✓ **Continuous:**  
Learns and improves over time

Speed Up Agents During the Call:

## AUTO NOTE TAKING

Automate away tedious note taking, so agents can focus on what matters, providing excellent customer service.



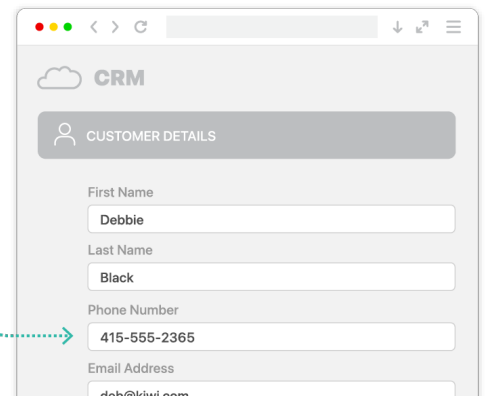
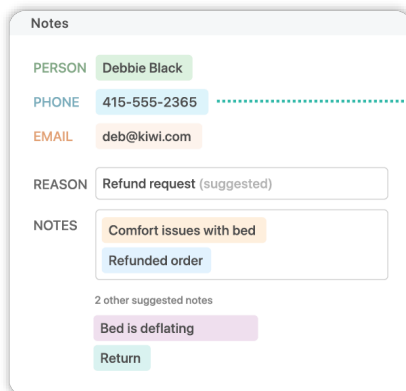
- ✓ **Real-Time:**  
Quickly capture entities like name, email, phone number, credit card, and more...
- ✓ **Customizable:**  
Capture critical custom entities
- ✓ **Assistive:**  
View, edit, and delete notes in real-time
- ✓ **Continuous:**  
Learns and improves over time

Remove Tedious Tasks:

## AUTOFILL

Your agents shouldn't waste time copy-and-pasting notes and summaries into siloed applications, and now thanks to Cresta AutoFill, they don't have to.

- ✓ **Comprehensive:**  
Use all Notes and Summaries data to automatically populate fields in 3rd party systems



- ✓ **Flexible:**  
Works with any business application
- ✓ **Highly Configurable:**  
Making it easy to send the right data to the right destination

