

CRESTA CHATBOT

Drive Efficiency Through Automation

Driving cost savings through automation continues to be a top priority for businesses of all sizes. However, many organizations struggle to identify and design effective chatbot use cases and flows that achieve effective self-service and maintainability.

With **Cresta Chatbot**, businesses can leverage state-of-the-art NLU and Conversation Design Experts to build chatbots that learn from top-agents. Whether you're implementing your first chatbot or tired of your chatbot containment ceiling, Cresta's AI-backed approach gives your chatbots blueprints for success.

Take the Guesswork Out of Chatbot Automation

Cresta Chatbot uses our best-in-class NLU and team of Conversation Design Experts to deliver data-driven blueprints that targets high ROI use cases with field-tested flows and chatbots that learn from your best agents.

Cresta's Unique Approach

1 Automate with Insight:

Cresta Insights surfaces trends in your conversation data to uncover and prioritize chatbot use cases that offer the greatest ROI.

2 Expert Conversation Design:

Cresta models automation use cases off of top-agent conversations, ensuring that flows are field-tested and successful before launching.

3 An End-to-End Solution:

Cresta Chatbot learns from your best agents, and vice-versa. Leverage Cresta's end-to-end solution to balance between chatbots and agents to optimize across your contact center.

Why Customers Choose Cresta:



Increased Containment Ceiling

Provide smart self-service that beats the standard 30% containment ceiling.



Faster Time to Value

Deploy field-tested chatbot flows modeled off of top-performing agents for faster success.



Automate Ahead

Real-Time Insights highlight use cases before they flood the contact center.



Seamless Pass Through

Find the right balance between automation and augmentation with Agent Assist.

Customer Results

Internet Service Provider:

50%

deflection and more self-servicability

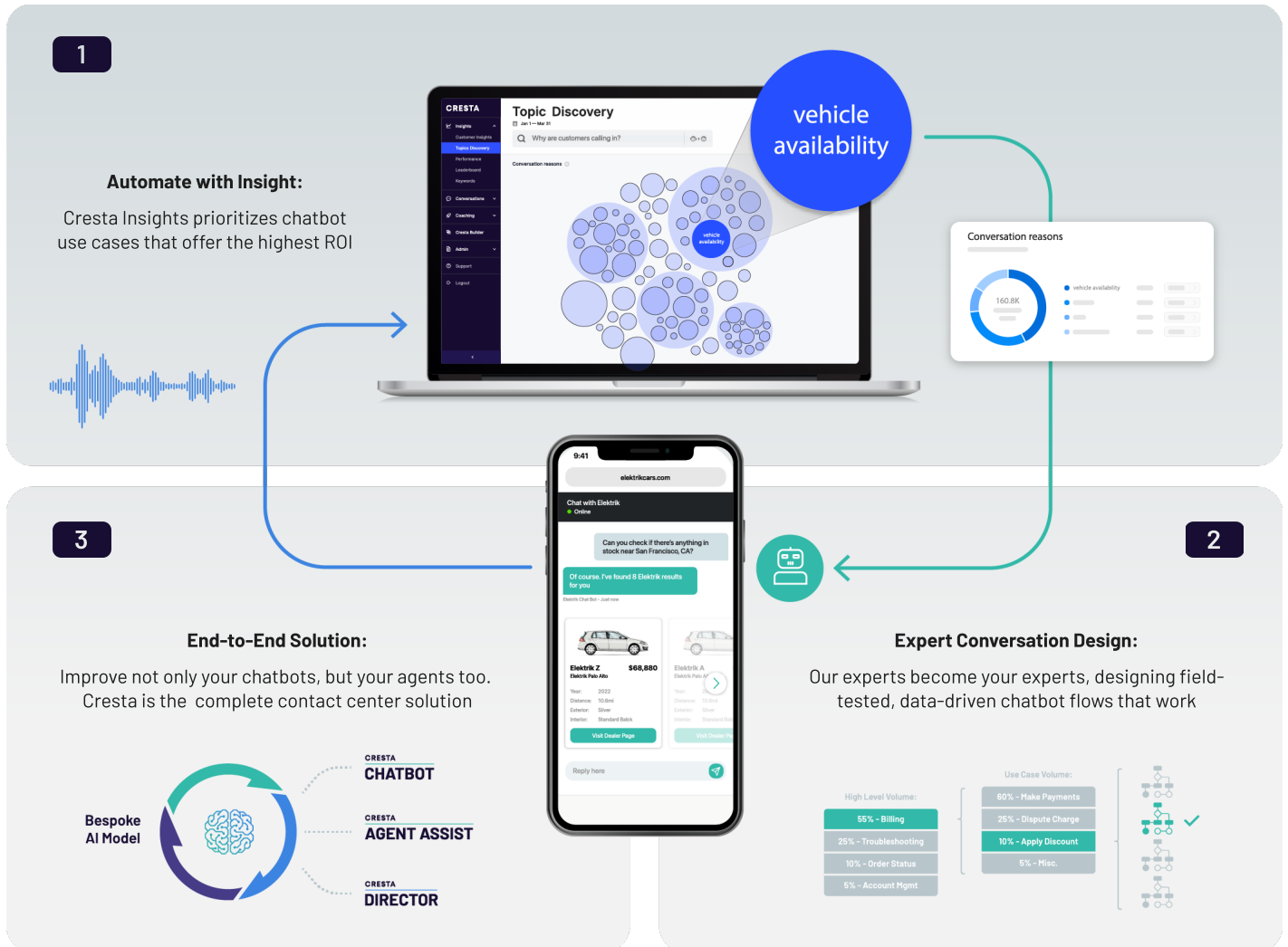
2,700

hours of agent chat time is being saved each year



Contact pro@cresta.com
to learn more

Cresta's unique approach to chatbots gives you the AI tools and expert team to architect and implement chatbots that improve automation and set new containment records.



Features that Drive Value

For Customers Looking to **DEFLECT + REDUCE AHT**

Features to support self-service, information gathering, routing, and agent pass through

- FAQ Deflection
- User Authentication and Pre-transfer Data Collection
- Assistance Confirmation and Agent Escalation

For Customers Looking to **IMPROVE CX**

Features that offer a natural customer experience, personalized identification and suggestions, and 24/7 service

- Open Prompt Detection
- User Authentication
- Predictive Suggestions
- Assistance and Inquiry Confirmation

For Customers Looking to **SELL MORE**

Features to qualify leads and progress the sale with personalized suggestions based on profile data

- Soft Sale
- Upsell/Promotions
- Pre-transfer Data Collection