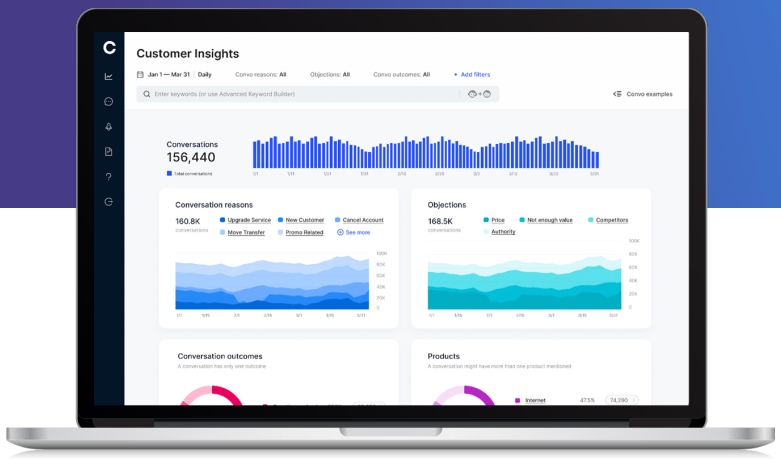
CRESTA

INSIGHTS

Turn Conversations into Insights



The contact center is a rich source of conversational data and customer insights. But mining this data at scale is time consuming and labor intensive. As a result, 98% - 99% of conversational data is left unprocessed.

With **Cresta Insights** businesses can extract customer insights from conversational data and instantly take action. Identify key trends, answer critical business questions, and uncover unknown unknowns, like why customers are calling in. Use these insights to make data-driven decisions and inform business and contact center strategy.

Real-Time Customer Intelligence for the Contact Center

Cresta Insights uses state-of-the art NLU to evaluate 100% of conversations in real-time and surface valuable customer insights that contact center leaders can instantly act upon.

Continuous Real-Time Insights: Monitor customer trends and market dynamics in real-time as they unfold.

Move with Agility: An easy-to-use interface lets you quickly slice and dice data to focus on conversations of interest.

Focus on What Matters: State of the art NLU quickly determines root cause and uncovers new unknowns.

Instantly Go from Insight to Action: Cresta's common architecture lets you to instantly coach at scale via Agent Assist, drive deflection via Cresta Chatbot, and more.

Use conversational data as a leading indicator and turn your contact center into a strategic hub for your business.

Instantly answer questions like:

- Why are my customers calling in?
- What agent behaviors are driving successful outcomes?
- What are my customers' most common and pressing objections?
- Should I worry more about my competitors or the status quo?
- How is my new pricing and packaging strategy performing?
- Why is there a sudden uptick in calls about shipping delays?

What Customers Are Saying

"It used to take me 6 weeks and more than $100,000 to get this information. Cresta doing this in real-time is transformative"

- CEO, Top 3 Telco

"Our analytics team just spent weeks trying to answer these questions... and Cresta just did this in seconds!"

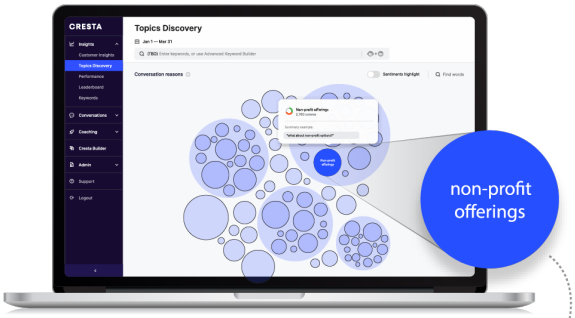
- Contact Center Leader, Fortune 50 Company

Going from Insight to Action is as Easy as 1-2-3

Mining conversational data is not easy and often requires weeks of analysis. Cresta Insights makes it easy for business leaders to quickly slice and dice conversational data, understand trends, and act on key findings. Let's see how a business leader at Stallings Financial uncovers a new and relevant customer segment.

1 Discover New Unknown Topics

Topic Discovery uses state-of-the-art unsupervised NLU to automatically group conversations into common themes without any upfront configuration. In this case, we see customers are reaching out about "non-profit offerings." Let's explore this further.



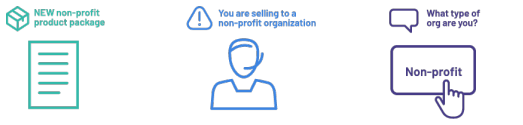
2 Gain a Deeper Understanding

Using **Customer Insights Dashboards**, we see calls about "non-profit offerings" are on the rise. Digging deeper, we see customers consistenly express negative sentiment and conversations typically do not result in a sale. Applying a product filter, we see these customers are most interested in the Stallings Financial's Online Billing product.

3 Instantly Take Action

With Cresta, Stallings Financial's contact center leaders can instantly act on this insight without having to rely on external teams or timely processes. Cresta's comprehensive end-to-end platform makes it easy to use Insights to **update chatbots**, **configure AI-powered coaching at scale**, and even **inform key strategic decisions**.

Iterate



Influence Pricing & Packaging

Take Insights to the pricing team to create a new Non-Profit Package

Coach at Scale

Push key talking points to all agents via Cresta Agent Assist

Automate Discovery

Collect whether a customer is from a "non-profit" organization via Cresta Chatbot

© 2023 Cresta - CCI-0004-1-EN