

Knowledge Assist

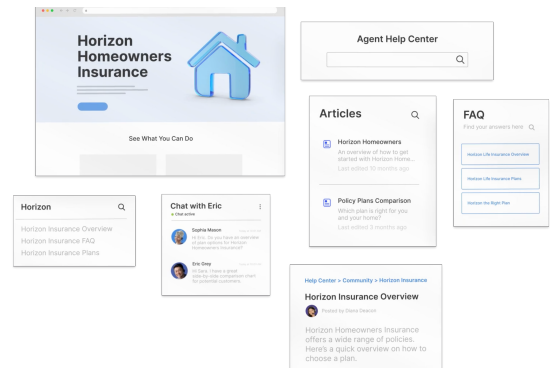
Proactive answers,
in real-time

At the heart of exceptional customer experiences lies the ability to provide accurate, and timely resolutions. However, achieving this is not easy—especially when answers are scattered across the organization or outdated.









Say goodbye to guesswork and endless searching. Meet Cresta’s Knowledge Assist, a first-of-its-kind solution that unifies knowledge and proactively delivers relevant answers, powered by generative AI.

Answers, Not Articles

Cresta’s Knowledge Assist unifies siloed knowledge sources into one powerful platform. Proprietary generative AI provides agents with the exact answers and information they need throughout each conversation, empowering them to resolve customer issues faster and more accurately.

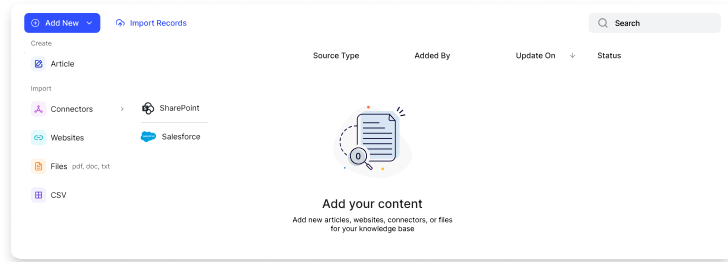


Ways Knowledge Assist Helps Your Business

 <p>Scattered information Agents waste time searching for answers across siloed knowledge bases and scrolling through endless pdfs, creating an endless supply of unnecessary work.</p>	 <p>Centralized knowledge Access information in disparate knowledge bases from a single source of truth with simple search functionality to cut out extra work for agents.</p>
 <p>Information overload With so many unorganized articles, agents struggle to remember what to search for to get the answers they need, so even when answers are available, they may be underutilized.</p>	 <p>Targeted answers Reduce agents’ mental burden by making it easy to access relevant information from any source, ensuring agents have what they need and customers are getting the right answers.</p>
 <p>Time pressure Under immense pressure to perform efficiently, agents rush to find answers and will often cite different answers to the same question or issue.</p>	 <p>Consistent responses Agents not only receive the exact answer in real-time, they can also review the exact source and provide feedback, helping other agents and boosting consistency and instilling trust.</p>
 <p>Inadequate keyword search Brittle keyword searches fail to bring up the right content at the right time, forcing agents to memorize precise search terms in order to access information.</p>	 <p>Proactive Knowledge Seeker Cresta Knowledge Assist goes beyond keywords, truly understands the conversation and frees agents by leveraging natural language processing to query for them so they can focus on the customer.</p>

What Sets Cresta's Knowledge Platform Apart?

The LLMs at the heart of this feature are trained to understand context and semantics. Cresta's generative AI models go beyond keywords to truly understand conversations, intelligently matching each scenario with underlying sources of information.

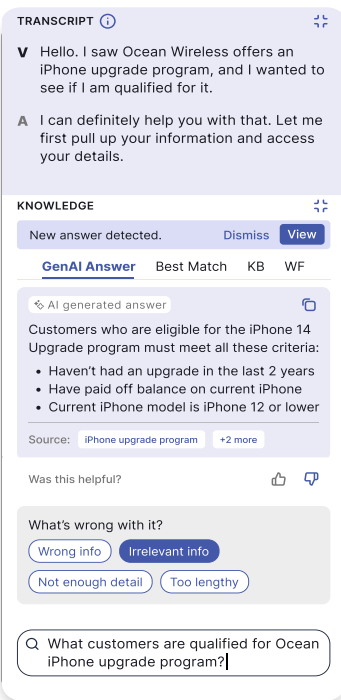


Leave your content where it is

Cresta's advanced out-of-box connectors easily integrate with the most popular platforms out there, and unifies them, making it simpler to keep sources in sync

Dynamic knowledge curation

Article curation with rich formatting options and intuitive content organization to create and modify knowledge articles with ease



Next-gen question detection, answer extraction

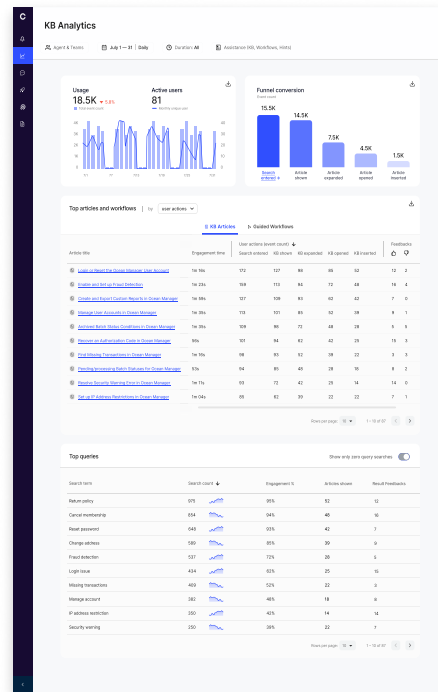
Cresta's generative AI proactively uses the real-time context of the conversation to ask the right question to generate the most accurate response

Establishing trust

Cresta links back directly to the source/sources it extracted the information from, giving users confidence and a clear source of truth

Continuous feedback loop

Agents help fine-tune the knowledge surfaced and provide feedback on the quality of the answers and information generated



Streamline coaching & QA

A comprehensive overview of how agents are engaging with knowledge assist offers key metrics like knowledge moments, providing invaluable data for optimizing knowledge utilization

Identify knowledge gaps

Track top articles, analyze generated queries, and gain a holistic view of what works and what needs improvement, ensuring your knowledge base is a powerful asset for your team

Results you can trust

↓ AHT

Average Handle Time

Agents don't waste time searching and wondering

↑ FCR

First Call Resolution

Agents have information to resolve customer issues

↑ CSAT

Customer Satisfaction

Customers get the answers they're looking for

↑ ESAT

Employee Satisfaction

Increase agent confidence and reduce stress