





Cresta Post-Call

Increase agent effectiveness through outcome-oriented coaching and business insights

Most companies sample just a portion of customer conversations. The lack of visibility into what is actually happening makes it difficult, if not impossible, to bridge the performance gap between best and worst agents. Organizations also find they lack the data to identify which behaviors have the most impact on agent performance and the tools to drive effective coaching at scale.

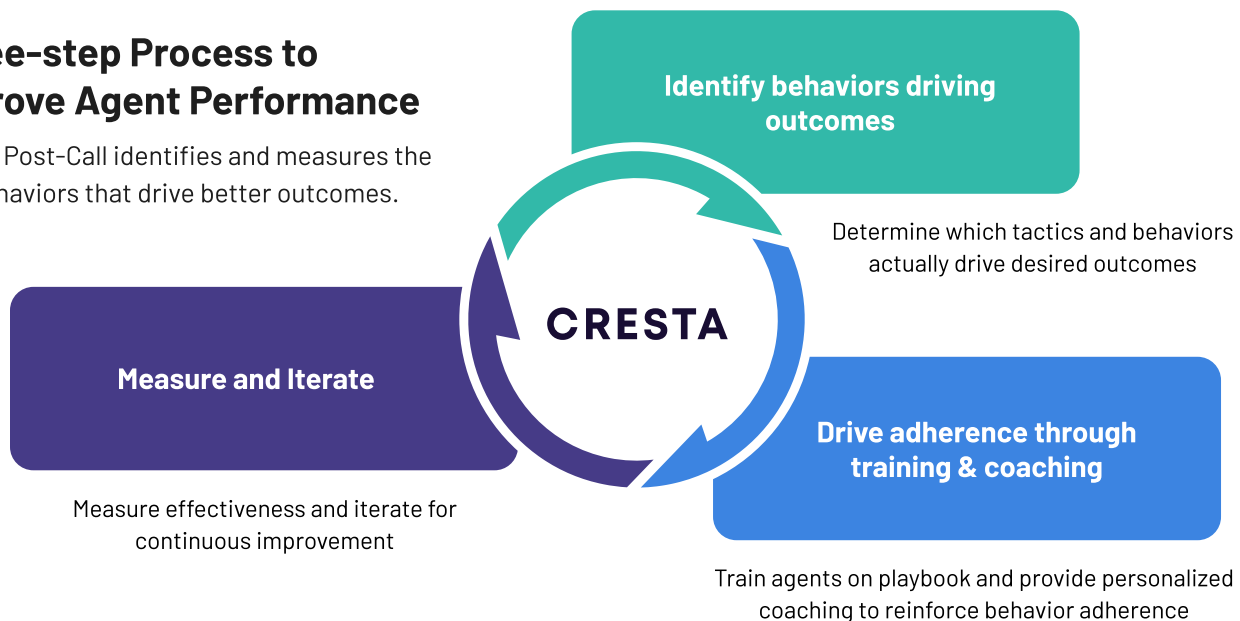
Cresta Post-Call helps contact centers be more effective by providing managers and supervisors with insights to identify and prioritize the key behaviors that drive successful business outcomes, along with the ability to ensure consistency by automatically reviewing agent adherence to behaviors in every conversation. Agents are provided with timely, personalized coaching to help them improve their performance.



-  Do you know **which behaviors** really drive conversion and revenue?
-  Do you know if these behaviors are **followed in 100% of conversations?**
-  How do you **reinforce those behaviors** during or after a conversation?

Three-step Process to Improve Agent Performance

Cresta Post-Call identifies and measures the key behaviors that drive better outcomes.



Customer Results:

Large Telco business
reduced new hire ramp time by 2 weeks

Global hospitality brand realized
2X improvement in conversion rate by identifying what causes performance gaps and personalizing coaching

Large retailer realizing 100% QA Coverage by automatically evaluating every conversation for adherence

Cresta Post-Call Offers Two Approaches – Batch and Real-time Processing of Conversations.

1 CRESTA POST-CALL

Batch Processing

Conversations are processed in batch once a day

Key features and capabilities:

Performance + Coaching

- Outcome insights for sales and retention drivers
- Performance and behavior insights
- Coaching and Collaboration

Business Insights

- Topic discovery
Discover unknown call reasons, common visitor questions and objections, reasons why customers buy / don't buy, & more
- Customer insights
- Trend and anomaly detection

QA and Compliance

- Observability over 100% of conversations and transcriptions
- AutoQA + manual QA workflows

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Real Time

Conversations are streamed and processed in real time



All the features and capabilities of Post-Call batch processing plus:

- Ability to view calls in real time for in-the-moment coaching opportunities
- Faster analytics and insights
- Real-time alerts and anomalies if something drastic changes, or a compliance issue occurs

Customer Benefits

- ✓ Grow **top-line revenue** through timely reinforcement of key behaviors that drive business outcomes
- ✓ Identify **customer needs** / business insights
- ✓ Make **QA and compliance processes** more efficient and effective with AI-driven insights
- ✓ Ramp new agents faster by **reinforcing key behaviors** through personalized training and coaching
- ✓ Increase **agent retention** with improved coaching

What makes Cresta different?

No-code UI

Makes it easy for customers to create powerful AI-based coaching and monitoring through a simple no-code interface.

Better transcription quality

We customize our speech recognition models to accurately detect your business' unique language and phrasing.

Real-time intelligence

Supports live coaching and rapid response to out of compliance instances.

Custom AI Tailored to You

Our custom AI models can accurately detect call reasons, unique behaviors, custom attributes, and key moments that are important to your business

Faster Time to Value

Our platform-agnostic approach makes it easy to quickly integrate Real-Time Intelligence into any environment.

Find out how you can supercharge your sales force:

[Schedule a call today!](#)

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