

# Cresta Virtual Agent

Drive efficiency and business outcomes through intelligent automation and generative AI.



Today's contact centers have an unprecedented opportunity to save costs and drive more revenue through automation. But contact center leaders face challenges in knowing which use cases to automate, and understanding those conversation flows deeply enough to deploy intelligent chatbots that achieve results.

It's difficult to predict ROI from chatbot deployments since businesses can't easily see what use cases are taking up most of their agents' time. Implementing underperforming chatbots can hurt CX with little impact to efficiency, when low containment rates send more conversations to agents.

So how can contact center leadership gain insight into actual conversations and implement chatbots in the right way?

## Take the guesswork out of chatbot automation

Cresta Virtual Agent helps you discover conversation reasons and behaviors, and automate conversations by leveraging Large Language Models (LLMs) - the same generative AI technology behind revolutions like ChatGPT.



### Know *what* to build

Businesses don't know which use cases are best suited for automation.

Cresta analyzes your conversations with one click to find the best automation candidates.

### Know *how* to build it

Businesses often design chatbots without understanding real conversation flows and behaviors.

Cresta understands and maps conversation flows end to end, giving you a blueprint for successful conversations.

### Know *why* to build it

Businesses can't accurately project return on investment (ROI) from chatbot deployments.

Cresta evaluates use case volume and success rate to project expected containment, goal completion, and returns.



Leading SaaS provider:

# 92.3%

Natural language understanding rate at launch for an open-input Virtual Agent



Internet service provider:

# 2,700

Hours of agent chat time saved in one quarter



High-end retailer:

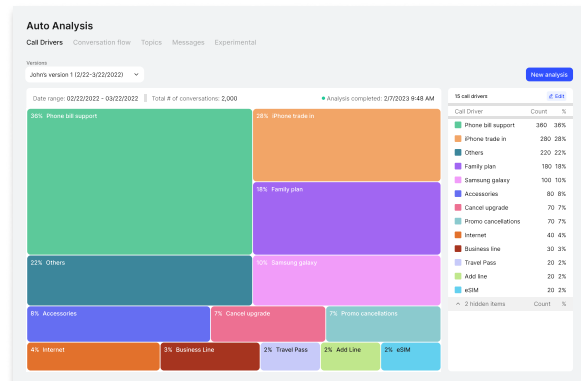
# 10X

Return on investment from implementing a support Virtual Agent

# Cresta's unique approach to building the right bots, the right way:

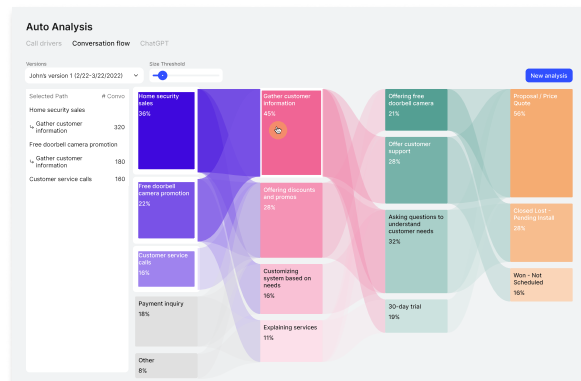
## 1 Discover conversations to automate:

Cresta's generative AI models understand **conversation drivers**, and **business outcomes** like solved care cases, purchases, upsells, or retentions, to uncover and prioritize Virtual Agent use cases that offer the greatest ROI.



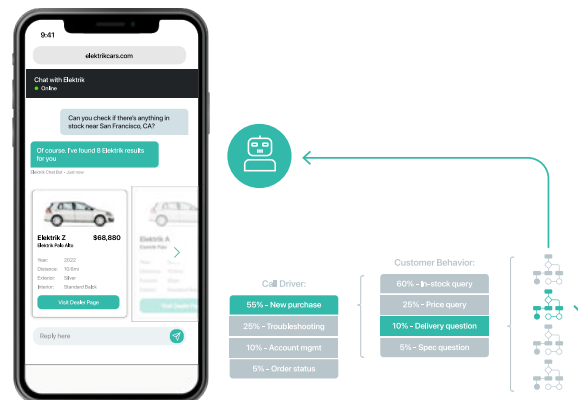
## 2 Understand conversations in-depth:

Cresta's AI models map your conversations, understanding and classifying every **agent and customer behavior** from call drivers to your desired outcomes—including deviations from your ideal-outcomes path, and how to get conversations back on track.



## 3 Automate with insight:

Cresta Virtual Agents understand customer behaviors from open-input prompts and intelligently guide conversations to **keep customers on your ideal-outcomes path**. And, when a live agent is needed, handoffs include LLM-generated summaries so your agents can join conversations with full context.



### Features that drive value:

#### Sell more

- ✓ Pre-transfer data collection
- ✓ CRM integrations
- ✓ Predictive suggestion

#### Improve CX

- ✓ Open prompt detection
- ✓ User authentication

#### Deflect and reduce AHT

- ✓ FAQ deflection
- ✓ Pre-transfer data collection
- ✓ Multi-flow support