# **Understanding the Agent Lifecycle**

#### AGENT PROGRESSION Top performing veteran agents progress in their careers on to managerial roles E-----L-----AGENT PERFORMANCE Veteran agents continually improve and optimize their performance to AGENT RAMP become top performing agents New agents onboard and ramp to reach the performance and targets of veteran agents ``**`**` `**`**... AGENT CHURN The causes of agent churn are distinct for each phase of the agent lifecycle

Agents who are satisfied with their roles are...





more likely to feel empowered to solve customer issues

## Ways Cresta helps during the Agent Lifecycle

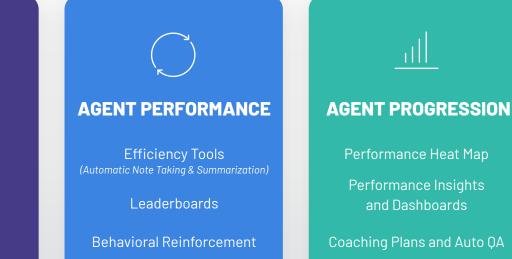


#### AGENT RAMP

Real-time Al coaching

Knowledge Assist and Guided Workflows

Live Assist & Whisper







## The value of Happy Agents

In a 2022 customer survey, **over 90% of agents responded** that they'd be disappointed if they could no longer use Cresta and 100% of supervisors answered that they'd be disappointed if their agents could no longer receive Cresta's real-time coaching.

Improvement in Agent Attrition



**67%** Reduction in agent ramp time

**30%** Increase in Employee Satisfaction

Contact us at **pro@cresta.ai** for more information

### CRESTA