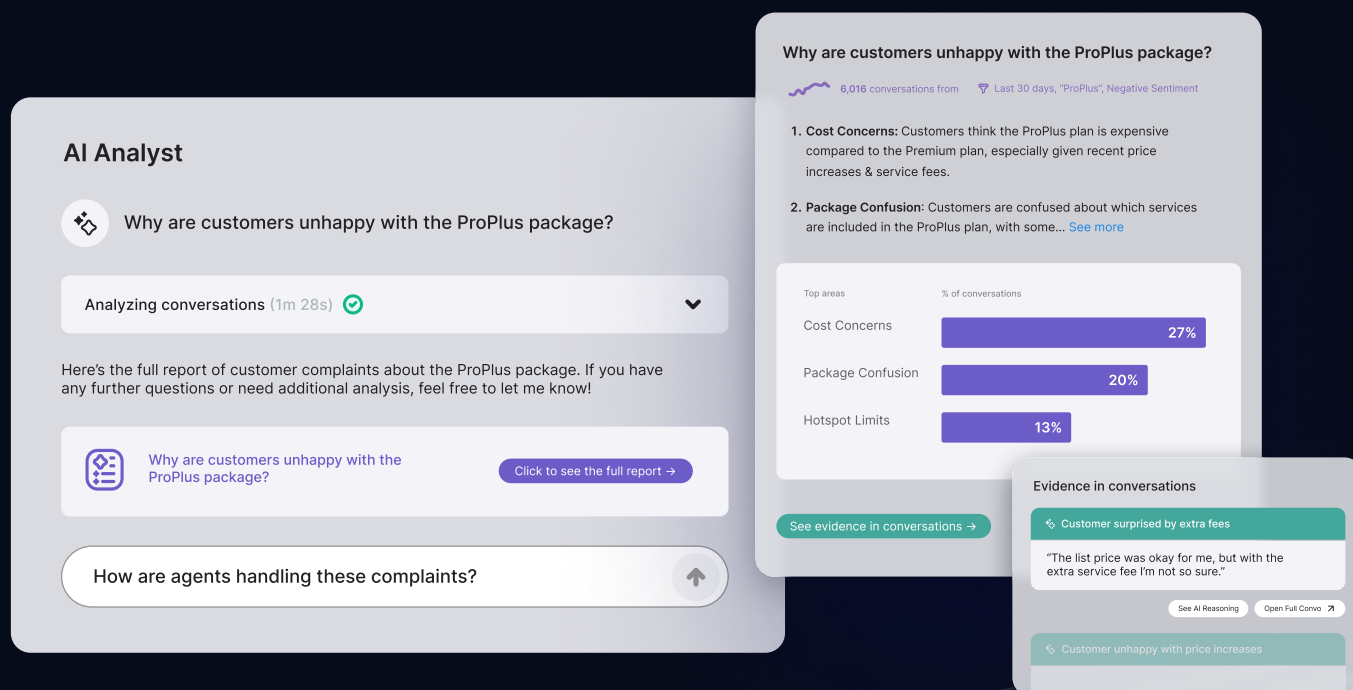


# Uncover pivotal insights hidden in your conversations—in minutes, not months

Cresta AI Analyst answers your natural language questions with explanations & evidence from your conversations, giving you transformative insight into business strategy, CX operations, voice of the customer, and agent behavior.



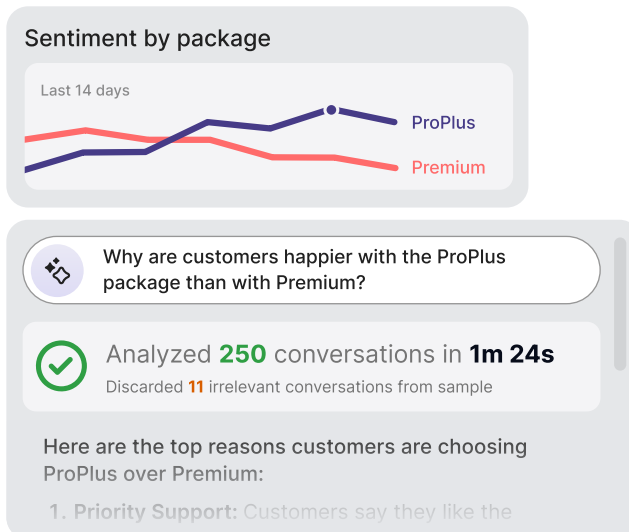
## Say goodbye to slow, manual analytics

Ask questions about your conversations in natural language—including follow-ups, comparisons, and root-cause analysis—and get the answers you need, without spending weeks or months on manual conversation review.



*"Cresta's AI Analyst has been a game changer! It has significantly enhanced our ability to quickly understand customer inquiries, enabling us to make informed policy decisions very quickly."*

**BRANDY MAXWELL**  
Senior Manager of Customer Insights, United Airlines



## Get answers on what's happening—and why

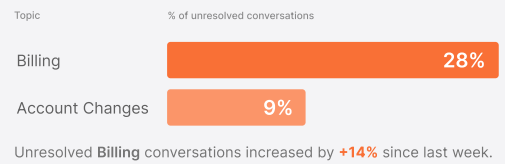
When your answers are returned in minutes instead of months, you can ask more follow-up questions to uncover root cause, explore more patterns that appear in your analysis, and quickly extract more usable information.



*"With legacy analysis, getting to the nuance required manual review of transcripts. I'm thrilled to see AI Analyst come online... it can analyze calls for patterns that represent the real experience."*

**PHILIP KOLTERMAN,**  
Chief Information Officer, Brinks Home

How did resolution by topic change since last week?



Why?

Agents mentioned **missing documentation around refund timing** in 54% of unresolved billing conversations last week.

### Evidence in conversations

Asked for higher speed than we can offer

**Customer** I know you say your top package is 1 gigabit, but if you had one that was 5 or even 10, I'd jump on it.

See AI Reasoning

Open Full Convo

Unhappy with existing service options

**Customer** When I signed up, I was paying \$25 a month and that was pretty fine. But since then I've seen two different price

#### AI REASONING

Customer's assertion that they would choose a higher speed than our highest offered shows that "higher speeds & bandwidth" is an unmet customer need.

## Trust your insights with evidence-backed AI

Cresta analyzes conversations individually and combines them into structured answers with statistical analyses. Industry-unique techniques cite evidence, and explain why it's relevant. The result is insight that you can trust.



*"Cresta's AI Analyst provides a way for any employee to probe into customer interactions and learn the root cause of emerging trends. The approach results in more accurate answers from the LLM, which is key as companies take action on the findings."*

**ROBIN GAREISS,**  
CEO & Principal Analyst, Metrigy

## Why do enterprise contact centers trust cresta?



### Speed to insight

Get answers in minutes, instead of spending weeks on back-and-forth questions & manual call listening.



### Explainable, trusted AI

Trust your answers with industry-leading conversation understanding, evidence citations, and explanations.



### Democratized insight

Let anyone in your business gain insight into the voice of the customer by asking their own questions.

Turn every conversation into  
a competitive advantage

REQUEST A PERSONALIZED DEMO

**CRESTA**