

Elevate performance management with AI-targeted coaching for every agent

CRESTA COACH

Cresta discovers agent behaviors, connects them to business outcomes to pinpoint what really matters, and surfaces specific coaching actions for every agent, so supervisors can coach with confidence.

Agents with coaching activities						
Agent name	Plan timeframe	Session notes	Submitted scorecard	Focus criteria target vs now	Next action	
Zach Edwards	12/30 days (started 12/1)	■■■ (last 12/14) 📅 next 12/20	5 (last 12/13)	Handle Objection (price) 40% vs 24.5% Cross Sell Protection Plan 35% vs 35%	Write session notes	
Lucy Patton	60/60 days (expired 12/10)	--	1 (last 1/18)	Silence > 5min 70% vs 60.5% TCPA Statement 90% vs 75.5%	Create new plan	
Brenna Luna	12 days/indef. (started 12/1)	■■■ (last 12/2)	4 (last 12/5)	Understand budget 45% vs 46.5% Assume the Sales 40% vs 32.2% Handle Objection (price) 40% vs 35.0%	Write session notes	
Emerson Franks	12/60 days (started 11/1)	■■■■■ (last 12/4)	--	Assume the Sales --% vs 36.7% Holiday Campaign pitch --% vs 34.9%	Add target	



Get unmatched visibility into agent performance

See what's really happening across 100% of conversations, with deep insights into performance, business outcomes and trends, and data-rich, accurate transcripts.



Drive CX & business results with targeted coaching

Discover agent behaviors and tactics that are proven to drive mission critical results like sales and retention—then use them as the basis for coaching.



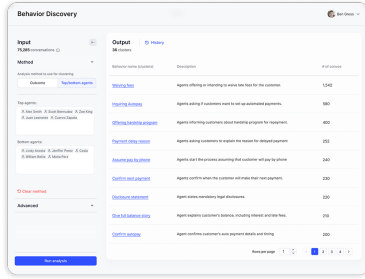
Bolster agent retention with outstanding EX

Use effective, outcome-oriented coaching to create an exceptional employee experience, driving better satisfaction, retention, and expertise in your agent base.

"With Cresta, we're able to see if agents are executing the behaviors we know drive success, which is allowing us to coach more effectively and drive improved results. It's extremely valuable to our business success."

Associate Vice President, Fortune 500 Bank

Pinpoint and coach what truly drives performance

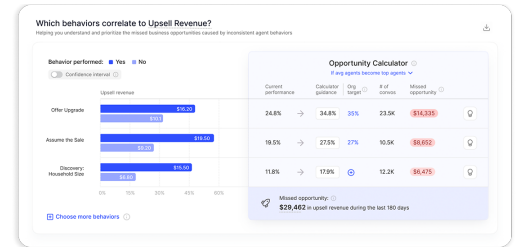


Uncover agent behaviors from raw conversation data

Cresta uses state-of-the-art LLM analysis to surface behaviors and tactics taking place in conversations. This analysis goes beyond simple keyword tracking to paint a true-to-life picture of each agent's interactions.

Discover what behaviors drive key business outcomes

Cresta's AI correlates agent behaviors to business outcomes like closed sales and resolved cases. With a clear picture of what's really driving results, leaders can set strategic coaching priorities with confidence.



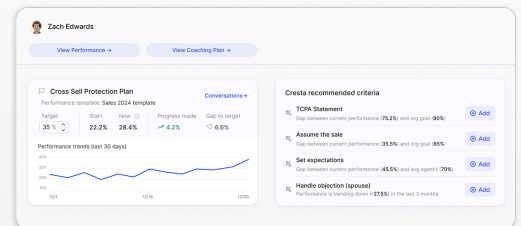
Agent name	Focus criteria	Target	Start	Now	Progress made	Gap to target	Trajectory	Next action
Zach Edwards	Handle Objection (price)	40%	15.2%	24.5%	→ 9.3%	→ 15.5%	on track	Write session notes
Lucy Patton	TCRN Statement	80%	~18.0%	~12.5%	→ 14.5%	behind	Create new plan	
Brenna Luna	Handle Objection (price)	35%	35.0%	→ 3.5%	→ 5.0%	N/A	Write session notes	

Surface AI-powered coaching recommendations for every agent

Cresta presents specific, targeted coaching actions for each and every agent, prioritized by their potential impact on business outcomes.

Coach efficiently with AI-powered insights

For every agent, Cresta shows supervisors actionable insights and trends on performance across 100% of their conversations, and surfaces key teachable moments within those conversations—without needing manual call listening.



Why Fortune 500 Enterprises Trust Cresta Coach

Outcome-driven AI

Conversation-level outcome analysis prioritizes coaching actions that will drive the biggest improvement in business results.

Actionable coaching suggestions

Targeted coaching guides agents to improve specific behaviors, not lagging-indicator metrics like AHT or FCR.

No-code AI analysis

Cutting-edge LLM applications let leaders discover and detect previously-unknown behaviors from their conversation data.

See Cresta Coach in Action

REQUEST A PERSONALIZED DEMO

CRESTA