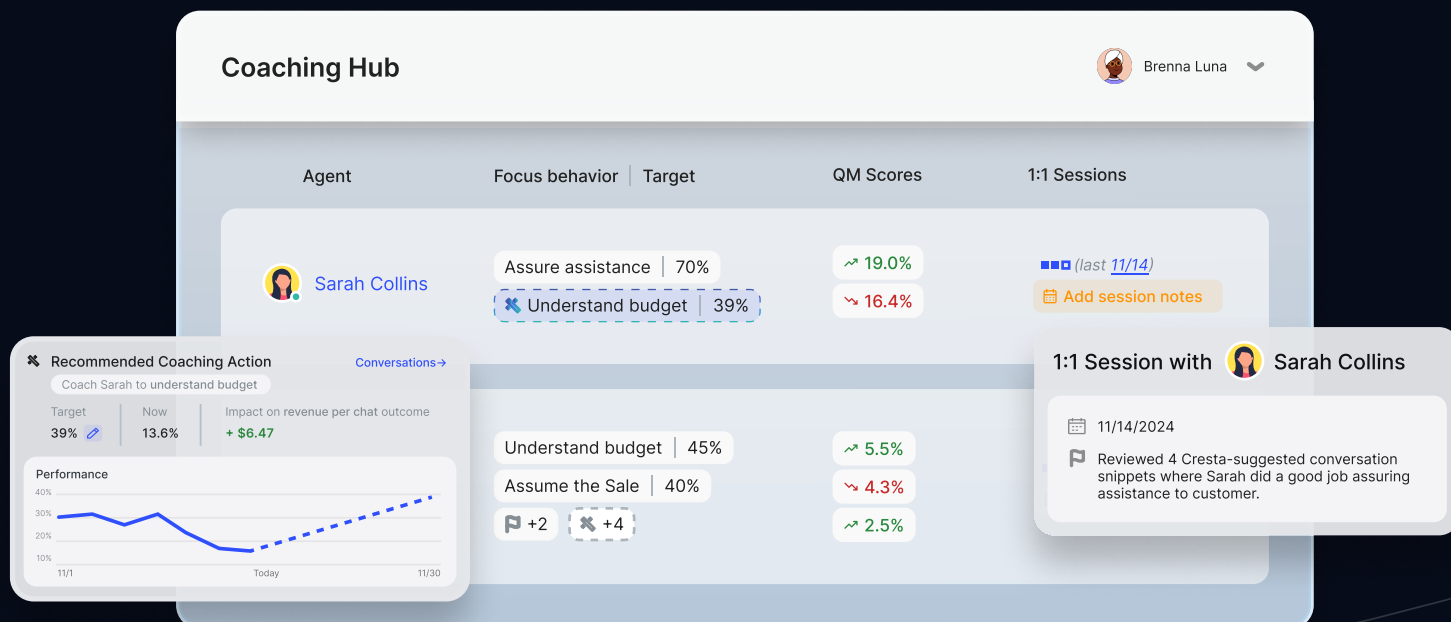


# Coach more effectively with targeted AI recommendations for every agent

Cresta Coach discovers agent behaviors, connects them to business outcomes to pinpoint what really matters, and surfaces specific coaching actions for every agent.



## Know what great agent performance looks like

Cresta uses generative AI to evaluate agent behaviors, techniques, and actions on 100% of conversations, and correlates behaviors to outcomes to show you exactly what to reinforce.



*"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,**  
Collections, A Fortune 500 Bank

Behaviors impacting CSAT Score			Discovered by AI
Behavior	Description	CSAT Impact	
<a href="#">Assure Assistance</a>	Agent assures the customer that they can help with their request.	↗ 16.5%	
<a href="#">Ask Discovery Questions</a>	Agent asks questions to discover details about the customer's request.	↗ 11.2%	
<a href="#">Show Empathy</a>	Agent voices empathetic sentiment in response to customer frustration.	↗ 8.4%	



## Do more coaching in less time

Cresta's AI recommends specific coaching actions for each and every agent, and supports recommendations with evidence from conversations, outcomes, QM scorecards, and your organization-wide goals.



Boosted supervisor  
coaching efficiency by  
**+23%**  
with Cresta Coach

Recommendation: Coach Sarah Collins to understand budget

### Missed opportunities to understand budget

Customer called to cancel plan

"I can go ahead and get that canceled for you"

11/04/2024 8:43 AM • [Full Convo](#)

Customer called to upgrade service

"The next tier is our ProPlus package, let's get you set up on that"

11/05/2024 1:27 PM • [Full Convo](#)

### Understand budget performed

Customer called to upgrade service

"So I can make the best recommendation, how much are you comfortable paying for service?"

11/03/2024 2:21 PM • [Full Convo](#)

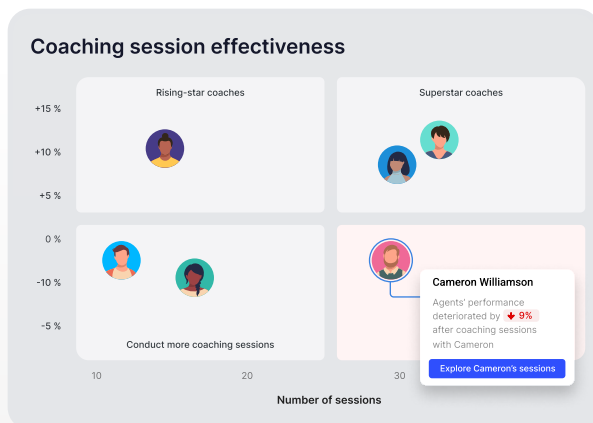
## Coach your coaches to maximize effectiveness

In-depth reports on supervisor coaching effectiveness let you see how your coaching program is driving behavior change and real business results—and which coaches need additional support.



*"Cresta's strength in coaching is unparalleled. It offers market-leading capabilities for enabling supervisor-led coaching and ensuring high engagement for agent self-coaching."*

**The Forrester Wave™:**  
Conversation Intelligence for Customer Service, Q3 2023



## Why do enterprise contact centers trust cresta coach?



### Coaching tips

Cresta's unique AI shows you who to coach & what to coach on, and cites supporting evidence from conversations.



### Outcome AI

See what's really driving results with the industry's only tools to infer-or associate-conversation outcomes.



### Real-time reinforcement

Connect to award winning real-time guidance to reinforce coaching in-the-moment, on every conversation.

Turn every conversation into  
a competitive advantage

[REQUEST A PERSONALIZED DEMO](#)

**CRESTA**