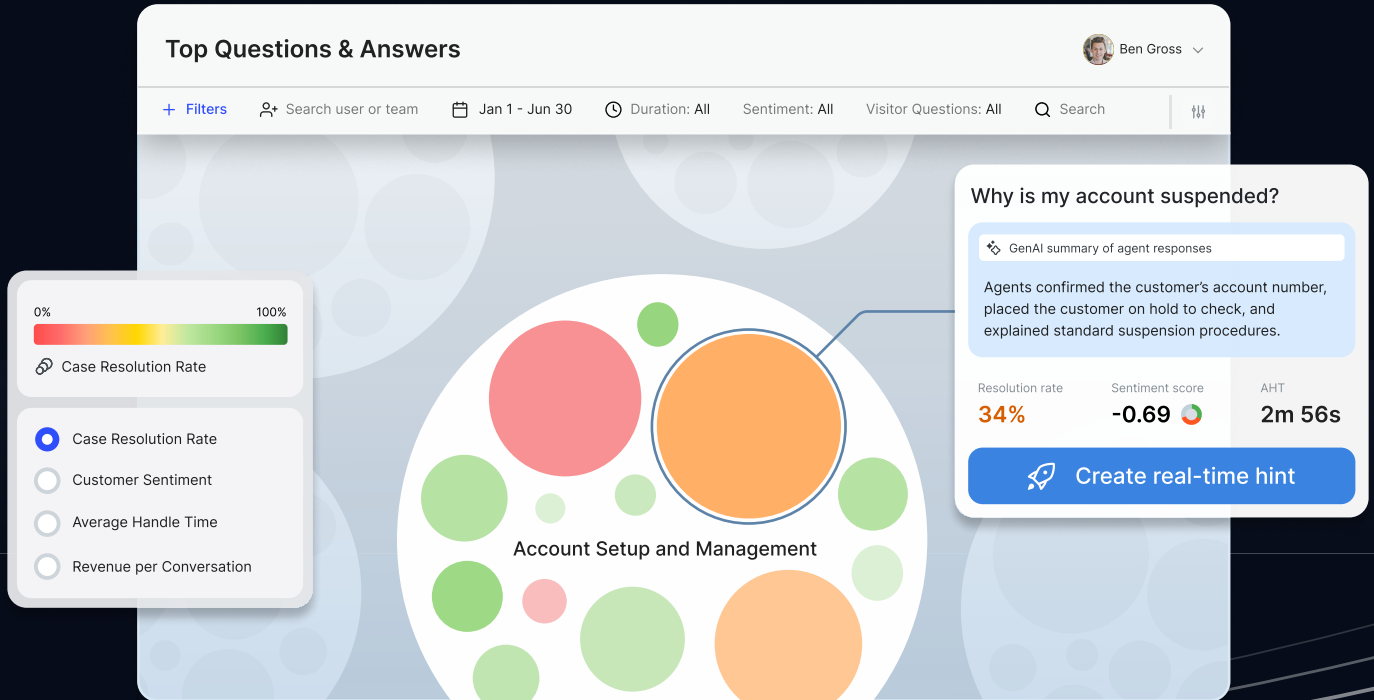# CRESTA

# Turn customer conversations into better business decisions

## CRESTA
## INSIGHTS

Cresta Insights surfaces data that informs strategic decisions and suggests actions to improve your most critical results.

### Top Questions & Answers

Ben Gross

+ Filters | Search user or team | Jan 1 - Jun 30 | Duration: All | Sentiment: All | Visitor Questions: All | Search

0%　　　　100%

Case Resolution Rate

○ Case Resolution Rate
○ Customer Sentiment
○ Average Handle Time
○ Revenue per Conversation

Account Setup and Management

#### Why is my account suspended?

GenAI summary of agent responses

Agents confirmed the customer's account number, placed the customer on hold to check, and explained standard suspension procedures.

| Resolution rate | Sentiment score | AHT |
|---|---|---|
| **34%** | **-0.69** | **2m 56s** |

🚀 Create real-time hint

## Understand what's happening at unprecedented scale

Pinpoint root cause with semantic, contextual, and behavioral analysis of 100% of conversations across channels—extracted by AI, and configurable with clicks, not code.

### vivint

*"We can quickly get a huge set of data to give us a clear picture, and that allows us to make adjustments a lot more quickly"*

**DAVID SAUER,**
Manager of Inside Sales, Vivint

✖ Anomaly

### Move Address

had **28 negative convos** on **Sep 21**

Sentiment past 7 days

Move Address had 8 more negative-sentiment conversations than average on September 21st
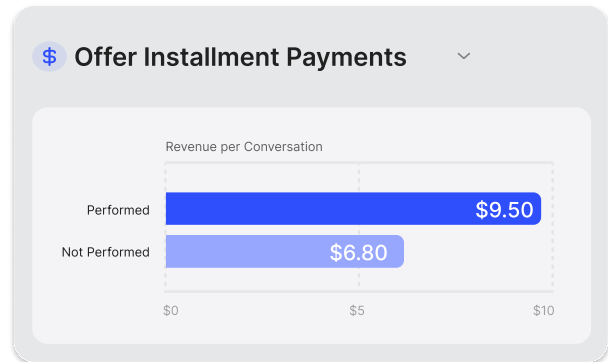
## Prioritize what matters most

Get outcome-based intelligence, not disorganized data overload. Cresta quantifies insights in terms of real business results like sales, customer retention, and case resolution, so you can understand what really matters.
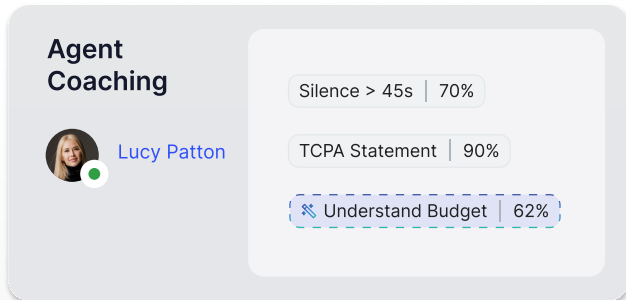
**snap finance**

*Customer Satisfaction*

**+23%**

*by finding & addressing bad practices*

### $ Offer Installment Payments ⌄

Revenue per Conversation

| | |
|---|---|
| Performed | **$9.50** |
| Not Performed | **$6.80** |

$0   $5   $10

When agents Offer Installment Payments, average revenue per conversation increases by $2.70

### Agent Coaching

Lucy Patton

Silence > 45s | 70%

TCPA Statement | 90%

⚒ Understand Budget | 62%

Coaching Lucy to Understand Budget could improve her Retained Customer outcome by 18%

## Act quickly and easily

See proactive, AI-powered recommendations & bespoke customizable dashboards, and take action with one-click workflows. Cresta cuts out the legwork of legacy analytics platforms, so you can drive change at scale.

**BRINKS HOME**

*First-Call Resolution*

**75%**

*by pinpointing & reinforcing impactful agent behaviors*

## Why do enterprise contact centers trust Cresta's AI?
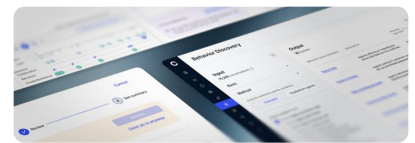
### Conversation understanding

Leading transcription accuracy & patented behavioral AI show you what's really happening.

### Outcome-driven intelligence

Infer or associate outcomes with every conversation to pinpoint what actually works.

### No-code tooling

Train, test, and deploy AI models and workflows in minutes to act on what's truly important.

## Turn every conversation into a competitive advantage

REQUEST A PERSONALIZED DEMO

**CRESTA**