

# Cresta Opera: harnessing AI to create outcomes with clicks, not code

*The no-code command center for building AI driven rules that power coaching, QA, and real-time agent assistance*

The contact center is teeming with valuable data, but making that data actionable and applying it to outcomes often feels unattainable. Even with AI solutions in the mix, autonomy and self-service capabilities are rarely user-friendly—if they're present at all. That's where Cresta Opera comes in. A comprehensive, user-friendly, no code AI rule builder.

Opera puts you in control. Automate QA processes, get observability of key agent behaviors, and convert insights into strategic actions to drive better outcomes across the contact center. A vital component of Cresta's platform, Opera contributes functions like automating QA and coaching for agents and teams to boost efficiency and performance, and thanks to Agent Assist, that coaching is delivered in real time — when it really counts.

## Easy to use:

*"Opera is very user friendly and I am not tech savvy whatsoever. What took us 5 years to try and accomplish with our old tool, only took 5 months with Opera."*

**- QA leader, Fortune 500 tech and media company**

## Powerful Results:

Leading smart home company streamlined their QA and compliance process in Opera and **increased their coverage by 85%** with no additional headcount while driving more value through sales, **increasing revenue**

## Key benefits



### Slash agent ramp time and curb attrition

Speed-up onboarding and empower agent success with self-service tools to personalize the agent experience and enhance their performance



### Gain complete autonomy with self service

Gain control over coaching and QA processes, and enable your team to adapt and innovate faster without depending on technical resources



### Stay ahead with cutting-edge AI

Embrace the power of the latest AI advancements to unlock unparalleled insights keep your contact center at the forefront of innovation



### Turn proven insights into action

Leverage data-driven insights to transform your contact center's strategies, ensuring that every interaction drives toward business objectives



### Streamline with one, unified platform

Cresta provides a single, user-friendly platform to control, simplify, and enhance every aspect of workflows and operations

## Ways to enable with Cresta Opera:

✓ **Automate QA** by attaching rules to scorecards

✓ **Scale coaching** to a team, department or entire organization

✓ **Improve AI performance** using context, not just keywords

## HOW WE DO IT

### Discover

Whatever insights you want to explore, Cresta can lead the way. Quickly uncover coaching opportunities, areas for improvement, customer trends, and get in front of unknowns with:

Agent Performance Insights

Customer Insights

Topic Discovery

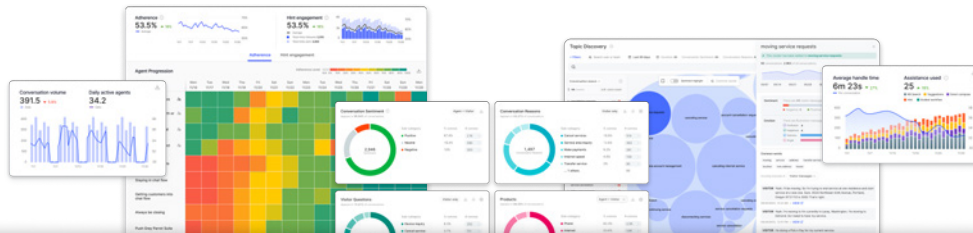
Trends and Anomalies

Agent Behavior/Outcome Insights

Agent Progression

Conversation Library

Live Conversations



### Create a new rule, it's easy as 1-2-3

Once key insights are uncovered, take action in just minutes with the intuitive Opera Wizard, building rules is easier than ever before - define what, configure when, review, and save

1

#### Define what should happen in the new rule

You can choose a type of behavior you'd like to track

Setup alerts or integrate into third party systems

Choose what type of guidance agents will receive through Cresta's Agent Assist

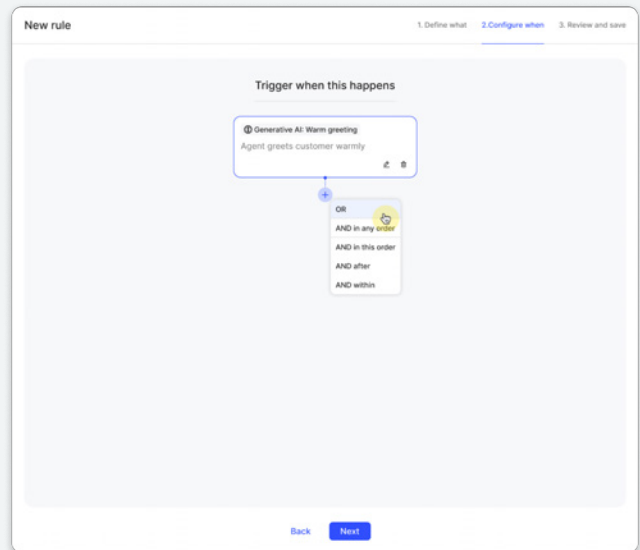
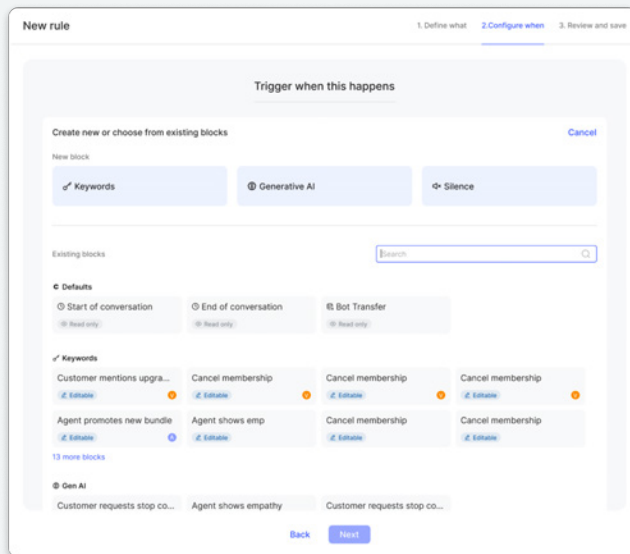
## HOW WE DO IT

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### Configure when the rule should happen

Advanced logic and advanced behavioral tracking to create flexible yet powerful rules

Ensure precision in the sequence of events with our user-friendly drag and drop interface, guaranteeing agents perform the right actions at the right time

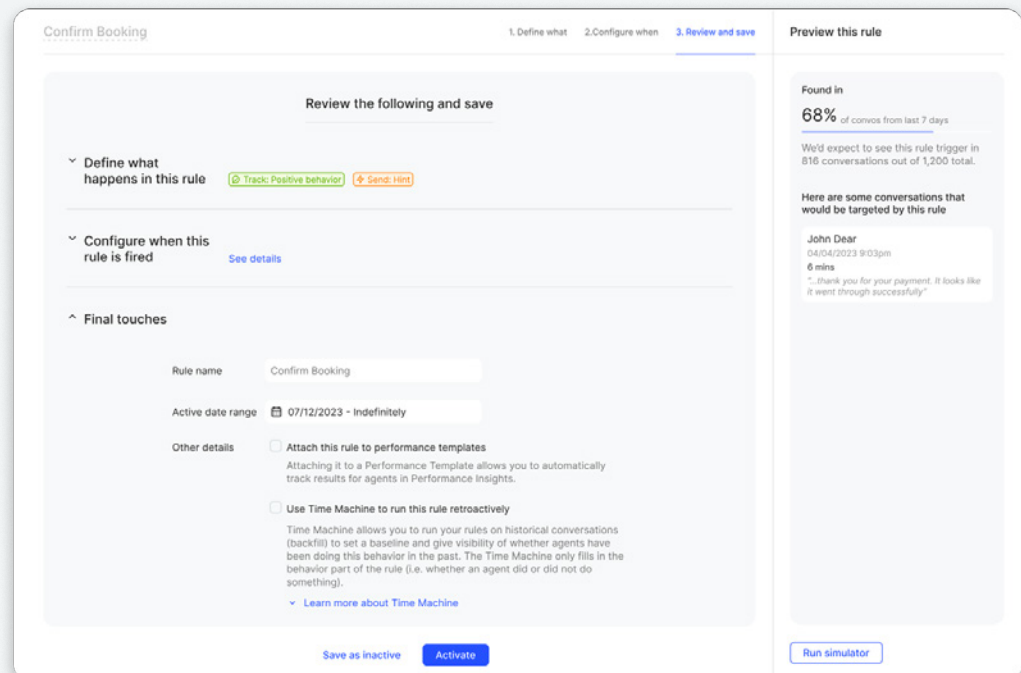


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### Review and Save

Use the 'time machine' to test your rules on historical conversations before going live

Attach the rule to a scorecard to evaluate agent performance or start automating QA



## HOW WE DO IT

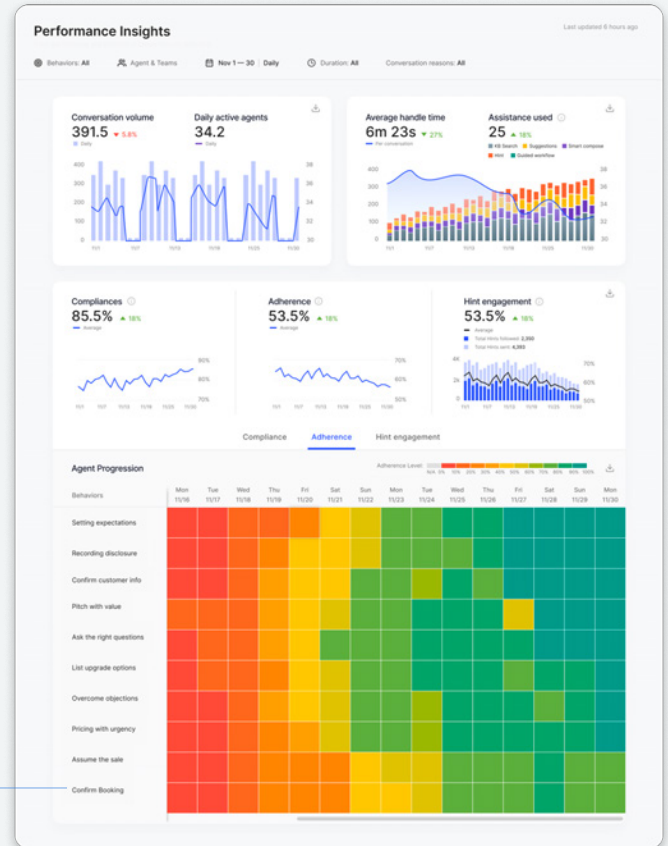
### The result

Now the hint will surface for the agent during a call or chat through Cresta's Agent Assist platform

**Make sure to confirm booking for compliance purposes**  
Repeat the customer's itinerary and receive final verbal agreement

And managers and QA teams can easily track and drill into the exact behavior through their coaching and QA portal

Confirm Booking	
38% Adherence	<a href="#">View all convo →</a>
<div><div></div> Jacqueline L</div>	100%
<div><div></div> Grace B</div>	77%
<div><div></div> Benjamin V</div>	73%
<div><div></div> Paco K</div>	51%
<div><div></div> Karen T</div>	42%
<div><div></div> Vlad Q</div>	35%
<div><div></div> Amani A</div>	29%
<div><div></div> Chris R</div>	17%
<div><div></div> Brenda V</div>	14%
<div><div></div> Sarah D</div>	13%
(showing top 10)	



## CRESTA OPERA

The no-code command center for building AI driven rules that power coaching, QA, and real-time agent assistance

### Features Include:

Opera Wizard

Generative AI Intents

Reusable Blocks

Advanced Behavior Tracking

Time Machine

Advanced Triggers

QA Accelerator

Metadata integration