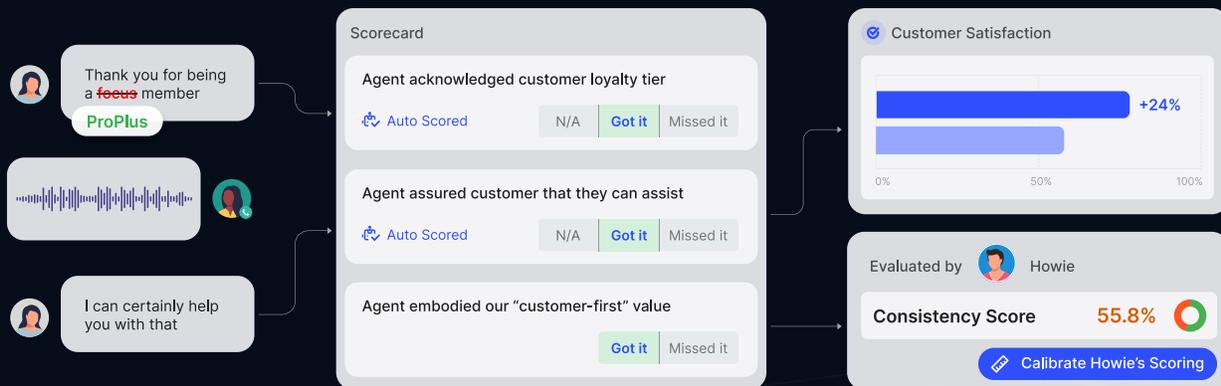


Transform Quality Management from a resource-drain into a performance driver

Cresta Quality Management (QM) instantly auto-scores every conversation for compliance & performance with precision accuracy—unlocking targeted agent coaching that actually drives results, while dramatically cutting QM costs.



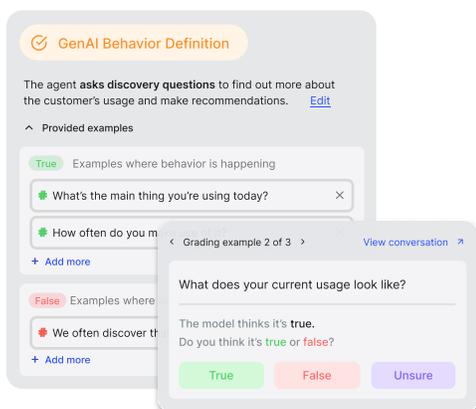
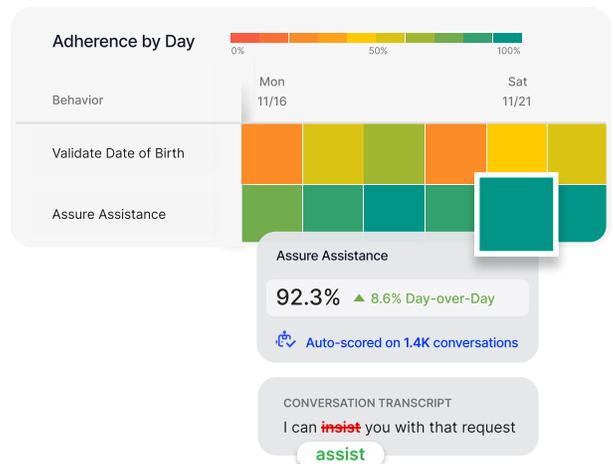
Evaluate 100% of interactions for full visibility—at lower cost

Cresta's AI auto-scores 100% of conversations at a fraction of the cost with precision transcription accuracy. No more relying on inaccurate & expensive manual sampling.



"We've had a 50% reduction in our workload, just within our QA team....and we went from a sampling approach to 100% QA."

VP of Servicing Operations,
Oportun



See the true picture of contact center performance

Generative AI rule definition lets you evaluate behaviors being performed by agents across all of their interactions—giving you a true-to-life picture that random sampling and keyword-based detection can't match.



"It allows the agent to breathe knowing that they're not going to be held accountable for one subpar call. We can take their full portfolio of work into account."

ADAM CHRISTENSEN,
VP of Resource Management, Snap Finance

Drive better performance with outcome-centric QM

Outcome AI pinpoints what's really driving the results you care about, so you can check for it on every conversation. Then, Cresta uses QM scores to make AI-powered recommendations on who to coach—and what to coach them on.



"One of the values that I had underestimated is the automation for coaching and QM. Those have been powerful and important to the long run success of our agents and our teams."

PHILIP KOLTERMAN,
Chief Innovation Officer, Brinks Home

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%

Evaluated by Howie

Consistency Score 55.8%

[Calibrate](#)

Manual QM Assignment

Reviewers evaluate conversations per agent, every , where agent is one of:

Lucy Patton Retention Bot

[Add filter](#) [Confirm](#)

Accelerate your QM journey, no matter where it starts

Combine AI auto-scoring and AI-assisted human scoring for maximal quality at minimized cost. Evaluate human & virtual agents alongside one another for a consistent customer experience.



"We can assign [supervisors] how many calls we want them to listen to every week, and we can see when they've done it, how they've done it, and what the actions were."

TIFFANY GOASLIND,
Customer Solutions Director, Aptive

Why do enterprise contact centers trust Cresta Quality Management?



Insights to discover what matters

Industry-unique tools show what's really happening—so you know what criteria to focus on.



Generative AI Behavioral scoring

Bespoke, custom-trained models give the clearest picture of agent behavior—not just what they're saying.



QM for human & virtual agents

The industry's only unified platform to ensure seamless human and virtual agent experiences.

Turn every conversation into a competitive advantage

[REQUEST A PERSONALIZED DEMO](#)

CRESTA