

# Boost Productivity, Enhance CX

## Harnessing Generative AI for Unparalleled Customer Support for Chat

Your contact centers serve as the central hub for your business, responsible for triaging customer inquiries and experiences delivered by your agents play a pivotal role in shaping the relationship with customers. Unfortunately, conventional tools and processes often impede an agent's ability to work efficiently and effectively, leading to subpar experiences for both customers and employees.

At Cresta, we understand the importance of enabling agents to make every interaction count. That's why we developed Cresta for Care, a revolutionary solution that liberates chat agents from the constraints of repetitive tasks and empowers them to focus on what truly matters – providing accurate and personalized information to each customer in the moment.

Cresta harnesses the power of generative AI to provide real-time automation and guidance to chat agents as they navigate complex care conversations. With its suite of intelligent features, Cresta enhances chat care agents' productivity, unlocks their knowledge potential, and enables managers to coach effectively.



Is your business capturing the most relevant and accurate information from all customer interactions?



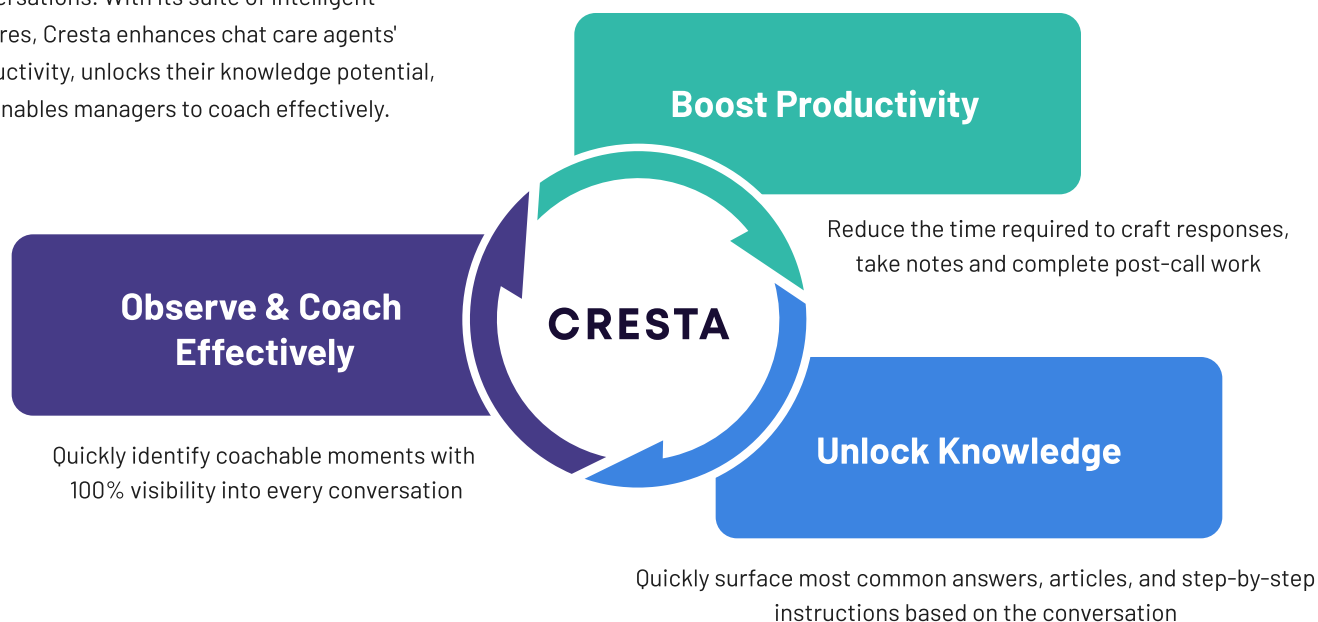
How much time are agents wasting looking for the best solution within your intranets and knowledge bases?



What % of interactions are agents solving accurately and efficiently in the first conversation?



Are your agents losing critical time by searching for answers and completing after-call work?



### Customer Results

*Top US Airline saw  
**15% reduction in ART**  
and **30% reduction in**  
**time to first response***

*Leading American  
ISP saved **700 hours**  
of looking for  
answers each month*

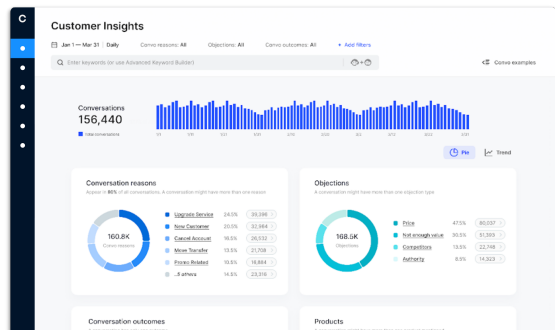
*Top retailer has seen  
**5% increase in NPS**  
per quarter ever since  
implementing Cresta*

# Cresta integrates and layers effortlessly onto existing chat and messaging platforms

Experience enhanced productivity, elevated customer care, and tangible business outcomes

## Get in front of the issues before they spiral

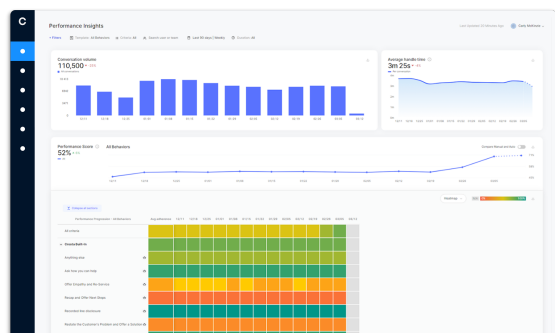
Discover unknowns and trends that lead to satisfied customers and rapid issue resolution



**Features include:** Customer Insights, Topic Discovery, Keyword Insights, Trends & Anomalies

## Elevate your coaching expertise with efficiency

Unlock the potential of coaching, quality assurance, and performance management



**Features include:** Performance Insights, Leaderboards, Coaching & Collaboration, QA

**Don't miss the product upgrade opportunity!**  
Reassure why the upgrade is the right solution for the customer.

**CHAT**

Wait, I want to make sure this is the right thing. How is this different from what your competitor provides?

Of course! I'd be happy to clarify anything. **TAB**

**SUGGESTED RESPONSES**

**Recommended Response**

Happy to answer any questions, Han. You can see this article (why ACME) for a general overview. Is there any specific feature you were curious about?

Sure happy to clarify anything. Is there anything specific you wanted to learn more about?

**SEARCH**

**Knowledge Base:**

**Why ACME?**  
Learn how ACME is different compared to other competitors...

**Guided Workflow:**

**Upgrade service**  
Enjoy faster download and upload speeds, reduced lat...

**SEND**

**Turn your Cost Center to your Revenue Center**  
Uplevel your existing agents to cross sell and upsell, doing more with less with **Self Service Hints**

**Save hours in typing and repetitive tasks**  
Improve agent productivity while eliminating after-call work. Features include: **Smart Compose & Suggestion, Auto Note Taking & Summarization**

**NOTES**

**NAME** Han Thompson

**PHONE** (415) 555-5555

**EMAIL** hthompson@gmail.com

**PRODUCT** Starter Package

**REASON** Upgrade inquiry

**NOTES**

Starter Package

Competitor offer

Agent offers free trial period

**Make sure agents get it right the first time, every time**  
Rapidly surface knowledge even for the most complex chat conversations with **OmniSearch & Knowledge Assist**

## How Cresta for Care unlocks the true potential of chat agents everywhere

### Real-Time Assistance

Hints, note taking, and editable summaries in sync with conversations, empowering agents with quick and accurate information.

### Highly Customizable

Tailored to your business with custom entities and personalized suggestions for specific use cases and writing style.

### Bespoke Generative AI

Benefit from continuously retrained and improved custom AI models for cutting-edge performance.

### Seamless Integration

Seamlessly integrate Cresta with existing systems through API-based CRM integration, or embedded interface.

*Elevate your customer experience to new heights with Cresta's generative AI for chat- the ultimate ally for your agents.*

**CRESTA**

Contact [pro@cresta.com](mailto:pro@cresta.com) to learn more