

CRESTA

Accelerate Performance Management and QA with Cresta Director

Cresta Director offers Contact Center managers visibility into frontline conversations and offers tools and workflows that accelerate performance management and QA. No longer do managers need to form opinions based on a subset of conversations or spend hours manually evaluating conversations.

Cresta Director analyzes 100% of conversations and automatically evaluates agent performance on every interaction, measures agent adherence to key behaviors, and visually highlights team progress and coaching opportunities. With Cresta Director, managers can spend more time coaching their teams and less time reviewing conversations.

Cresta Director

Give your team the tools to improve transparency and drive consistent performance.

Cresta Director benefits include:

- **100% Visibility:** Cresta takes coverage from 2-3% to 100%. Get visibility into every conversation, and easily search and filter to find the most important moments.
- **Accelerate QA:** Cresta automatically evaluates every conversation against key behaviors and criteria, saving managers more than 20 hours per week.
- **Better Coaching:** Managers can quickly review team performance, identify coachable moments, and activate personalized coaching tips for teams and individual agents.
- **Facts, not opinions:** Use data to build trust between agents and managers and make more informed decisions.
- **Correlate team performance to KPIs:** Understand how frontline performance can impact team and business level KPIs.
- **Drive consistency:** Organizations can standardize processes across agents and coaches.

Selected Customer Quotes

"Anyone coach knows the biggest challenge is consistency. I love how Cresta helps my frontline leaders drive consistency."

- Inside Sales Exec., Intuit

"Our supervisors and managers were lucky to have Cresta when things went from in-house to completely remote overnight."

- Mktg & Sales Director, Cox

"Cresta is a time saver and makes coaching so much more effective. I used to spend more than 50% of my week reviewing transcripts."

- Contact Center Supervisor

Review Live and Past Conversations

Accelerate coaching with live and closed conversation views. Managers can review live conversations as they take place and coach agents in real-time. Managers can quickly filter search and identify coachable moments for follow up.

Key Capabilities:

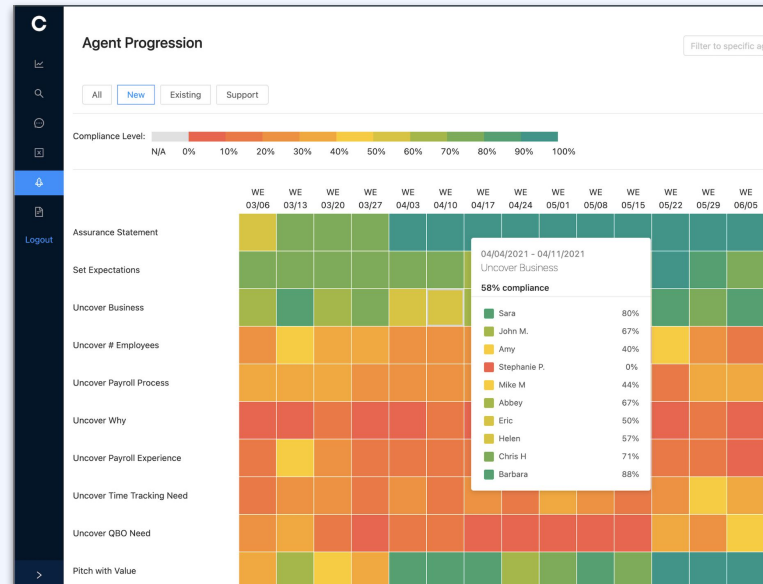
- Quickly search and filter through conversations to find coachable moments.
- Gain visibility into live conversations and send agents coaching hints in real-time.
- Trigger real-time alerts and notifications for managers and supervisors.

Visually Manage Team Performance with Agent Progression

Cresta Director Agent Progression automatically evaluates 100% of conversations for adherence to key behaviors. Managers can simply review a dashboard, identify gaps, and drill-in to the conversations that matter most.

Key Capabilities:

- Track individual and team progress against key behaviors over time
- Easily identify opportunities for coaching
- Quickly drill-in to specific moments of a conversation
- Compare performance by team, agent, and cohort



Review and Monitor Team Activity with Analytics

Coaching is only effective if it is followed. With this in mind, Cresta Director Analytics lets coaches and managers review Cresta assistance metrics across individuals, teams, and coaches.

Key Capabilities:

- Measure coaching usage and adherence to best practices.
- Monitor usage, adherence, and activity by team and by agent.
- Review coaching session frequency.

Contact pro@cresta.com to learn more today!