# CRESTA

# What Sets Cresta's Real-Time Intelligence Apart

A key benefit of Cresta is the power of our underlying AI platform — the Real-Time Intelligence Platform — which takes advantage of the latest research and advances in conversational AI, large language models, natural language understanding, and more. Additionally, we've made it easy for customers to quickly get up and running on our Real-Time Intelligence Platform.

Our customers don't need to train language models, build dialog flows, or configure and maintain the platform. We've created proprietary tools and processes that allow us to deliver custom-tailored AI solutions faster than ever before, so you can get on your way scaling your business.

Choosing Cresta means you're investing in a platform built by leaders in conversational intelligence, a team of AI and machine learning experts, and a platform that improves with you over time.
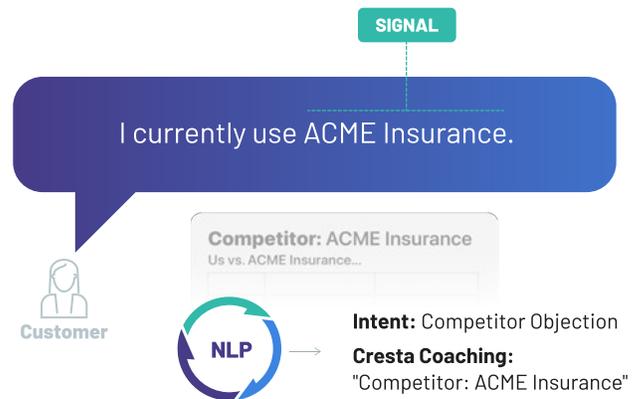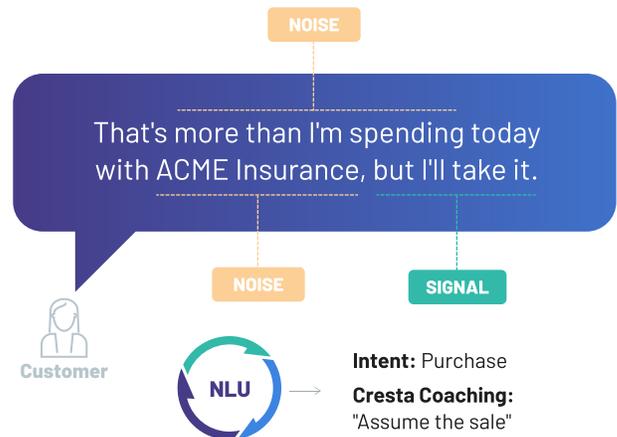
## 1 Comprehension vs. Keywords

Today, many AI systems solely rely on basic keywords and phrases to understand conversations. But to accurately understand human conversation, AI needs to understand more than just keywords or phrases. It needs to understand meaning.

Using the latest state-of-the-art natural language understanding (NLU) technicques, Cresta understands complex statements, emotions, sentiment, behaviors, and more. This allows Cresta to gain a deeper understanding of conversations compared to traditional tools.

This means smarter insights for your managers and more accurate and impactful coaching for your agents.



**SIGNAL**

I currently use ACME Insurance.

Customer

**Competitor:** ACME Insurance
Us vs. ACME Insurance...

NLP

**Intent:** Competitor Objection
**Cresta Coaching:** "Competitor: ACME Insurance"

NLP picks up on a competitors name, and surfaces a talk track and battle card for the agent.



**NOISE**

That's more than I'm spending today with ACME Insurance, but I'll take it.

Customer

**NOISE**    **SIGNAL**

NLU

**Intent:** Purchase
**Cresta Coaching:** "Assume the sale"

Despite the customer mentioning a competitor's name, NLU understands the customer is ready to buy and coaches the agent to Assume the Sale.

## 2  Custom AI Tailored to You

Cresta understands no two businesses are alike. Off-the-shelf AI, model libraries, and simple keyword-based models offer limited impact and require heavy maintenance.

Cresta goes a step further and creates custom AI models tailored to the unique attributes of your business.

### Behaviors & Entities

Our custom AI models can accurately detect call reasons, unique behaviors, custom attributes, and key moments that are important to your business.

### Summaries

We create custom summarization models that are tailored to your business' tone and operations, so your teams can save time and and your business can run on accurate data.

Entities        Summaries        Behaviors
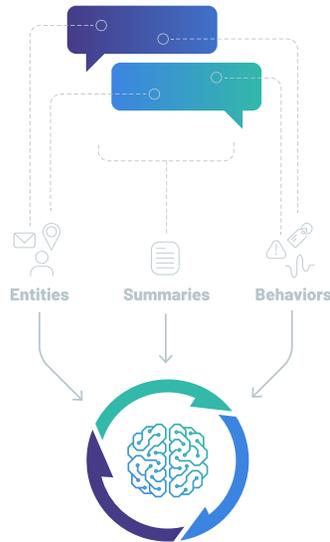
## 3  Best-in-Class Transcription Accuracy

Transcription is critical to any conversational AI system. As the saying goes - garbage in, garbage out.

Cresta understands that each business uses different words and phrases to operate. So we customize our speech recognition models (STT/ASR) to accurately detect your business' unique language and phrasing. Things like product names, subscription offerings, business units, and more. Our custom approach to transcription allows us to offer industry-leading transcription accuracy.

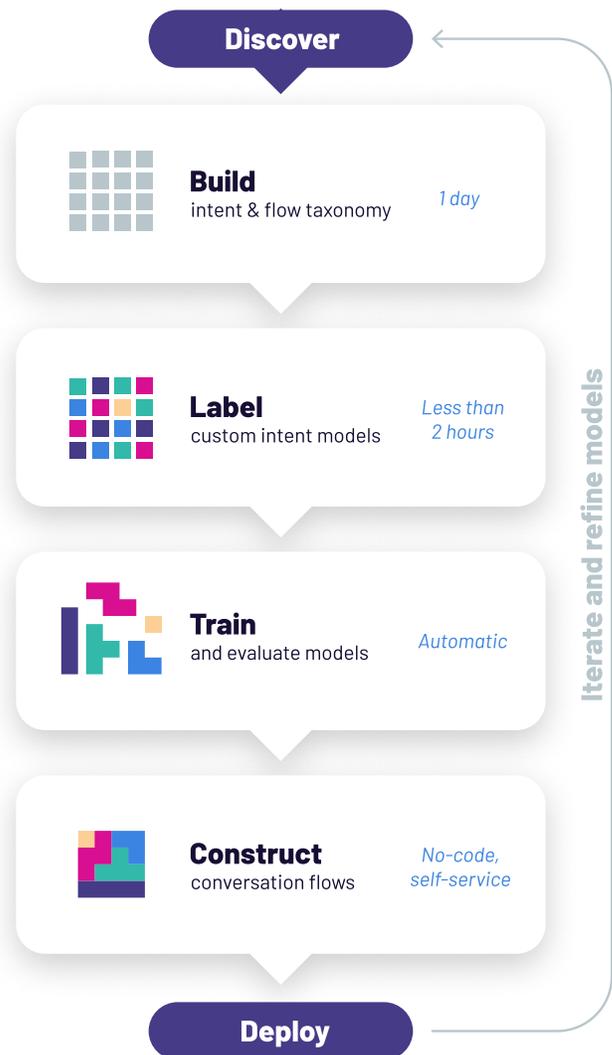Cresta achieves
**90% – 92%
transcription accuracy**
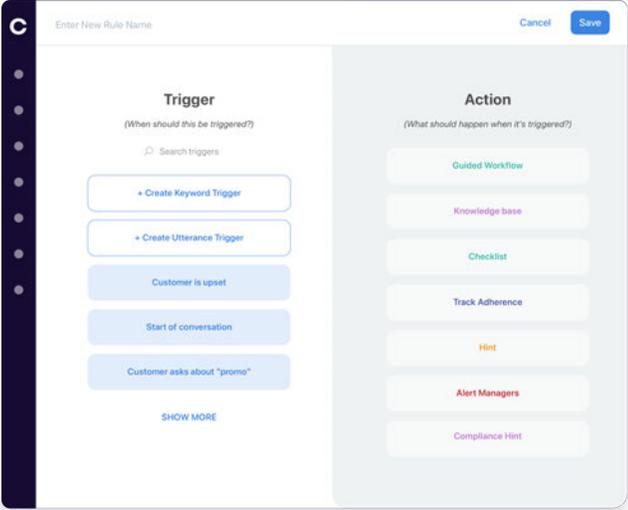(i.e., a word error rate (WER) of 8-10%).

## 4  Rapid AI Delivery

Sound like a heavy lift? Not with Cresta. To accelerate our white-glove implementation process, our team uses AI Studio, a proprietary tool that allows us to build and deliver custom AI solutions in record time.

With AI Studio, our team of AI delivery experts build custom AI models using tools and ML operations that resemble those used by organizations like Google, Amazon, and Microsoft.

Throughout solution design, testing, and deployment, our team takes a consultative approach and includes customers throughout, so you get AI models that are aligned to your business goals.

**Discover**

**Build**
intent & flow taxonomy          *1 day*

**Label**
custom intent models          *Less than 2 hours*

**Train**
and evaluate models          *Automatic*

**Construct**
conversation flows          *No-code, self-service*

Iterate and refine models

**Deploy**

## 5  No-Code AI



In some cases, customers might want to iterate and adapt Cresta's AI on their own. So,  Cresta opens the AI black box and makes it easy for customers to create powerful AI-based coaching and monitoring through a simple no-code interface.

Admins can quickly configure powerful AI-based rules in minutes - simply tell Cresta key conversational moments to look out for and what action to take, whether that's coaching and guiding agents in real-time, notifying a manager, and much more.

Quickly learn what works and iterate what doesn't.

## 6  Benefit from the Compounding Value of AI

The best part? Cresta gets better with time. As Cresta processes more conversations, we understand which behaviors lead to positive outcomes. These insights are used to further tune Cresta's models. Certain features continuously learn and improve themselves. This means compounding value quarter over quarter.

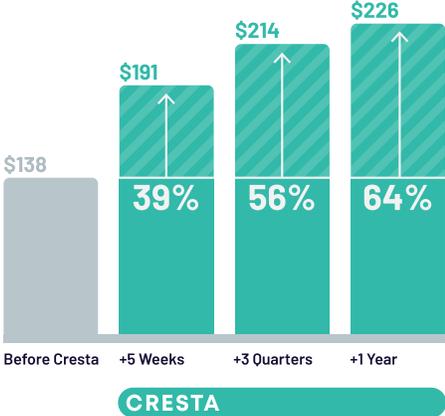Here are three examples of this compounding value from actual Cresta customers:

**Average Handle Time**
Customer care use-case from a Fortune 500 software provider
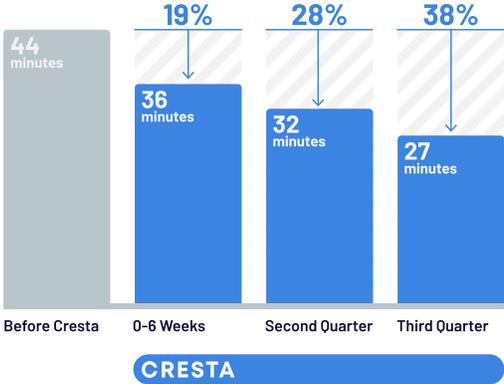


**Average Revenue per Conversation**
Sales use-case from a leading specialty retailer



**Average Conversion Rate**
Sales use-case from a leading specialty retailer



**CRESTA**

Contact pro@cresta.com to learn more