Executive Overview

- HQ: Palo Alto, CA

- ~300 employees

- Recent Series D $125M in Nov '24, $270M raised

- CEO Ping Wu founded Google CCAI, co-Founder Tim Shi - OpenAI

- Customers include Verizon, Cox, Hilton, Square, United Airlines, UHG, etc.

Product & Service Offerings

- Agent Assist Copilot - with real time behavioral coaching, chat automation, AI Summaries, Knowledge Assist

- Conversation Intelligence - which includes Insights Topic/Behavior Discovery, Customer insights, Sentiment, Trends, Performance Insights

- Automated Quality Management - includes Automated QA Scoring, Hybrid QM Workflows, Process Scorecards, Screen Recording

- Coach - GenAI Coaching, Coaching plans, Conversation library

- Opera - no code AI workflow engine - clicks, not code

Key Features & Differentiators

- State-of-the-art AI models & systems - Crest is purpose-built, customized, and optimized with bespoke use case models to achieve unmatched accuracy, quality, and performance at scale

- Outcome-driven behavioral insights - discover the true drivers of mission-critical KPIs to take targeted actions that deliver more value, faster.

- End-to-end, no-code AI platform - Train and deploy custom AI models across an integrated solution suite using clicks, not code. Via Cresta Opera, clients can use semi-supervised AI workflow builder to train, build, deploy and iterate

- AI models quickly and easily providing a deep level of accuracy not seen with other tools.

- A true partner in delivering results - Drive transformation and co-innovate with a deeply experienced team that's laser focused on value realization.

Top Industries Served

- Financial Services
- Automotive
- Insurance
  Retail & Consumer Products / eCommerce

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Ideal Customer Profile

Core Use Cases:

- Revenue Generation: Single interaction sales, Collections, Retention

- Customer Care, Service-to-Sales

Ideal Customer Profile:

- High Volume contact centers w/single Interaction Outcomes

- Voice, chat, messaging

- Minimum 100 agents

- Based in Americas, UKI

Qualifying & Technical Questions

When to bring in Cresta?

- Enterprise accounts with complex Auto QM and/or Agent Assist needs

- Customer with both chat and voice channels

What to be listening for?

- Customers who want to improve their sales or service-to-sales performance.

- Desire to automate the QA process - but don't want to just stop there.

Discovery Questions:

- What are the most important outcomes you are trying to achieve with your customer interactions? (sales conversion, collections yield, customer satisfaction, retention rate, average handle times, etc.)

- Do you have visibility into the performance of your teams on every

- conversation for the behaviors that matter most?

- What do you think makes a top performer at your company? Why are they

- more successful than the rest of your agents?

- What are some ways you're bridging the performance gap on your teams?

Technical Questions:

- Details on the client tech stack - CCaaS, CRM, channels used, KM sources

- What coaching or QM tools are you using today?

- Are you using any conversational analytics tools today?