

Cresta for Retention

Retain more customers, more efficiently using generative AI assists and insights.



Poorly-managed retention conversations in revenue-generating contact centers cost millions of dollars every year in lost revenue and wasted expense. Customer churn, cost of customer re-acquisition, and cost to retain all combine to make poor retention performance a critical issue for contact center leaders.



Do you know which retention behaviors really drive conversion, saves and upgrades?



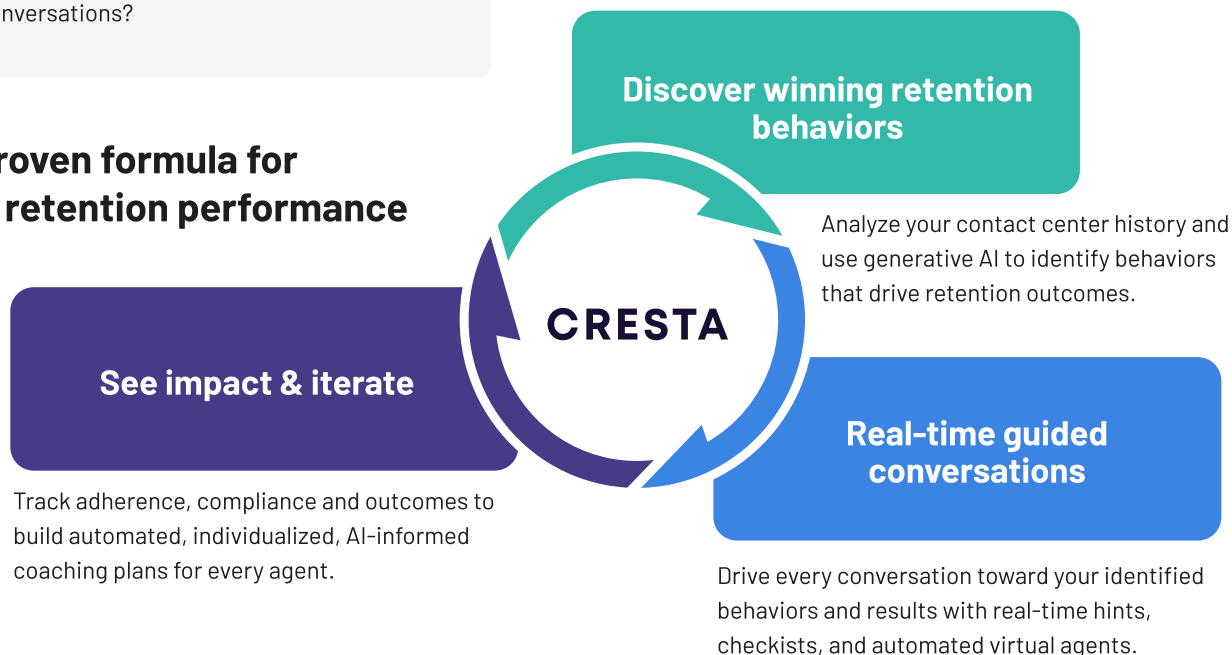
Do you know if key behaviors are being followed in 100% of retention conversations?



How do you reinforce key behaviors and tactics during and after retention conversations?

Whether your agents are driving customer saves or upgrades, the best way to increase retention is to follow proven best practices from top performers in your contact center. But how do you discover the behaviors that are actually driving retention and turn them into an actionable playbook that works at scale?

Cresta's proven formula for increased retention performance



Customer Results:

COX

Cox increased customer retention by 10-20% and net revenue for retention by 4-6%.



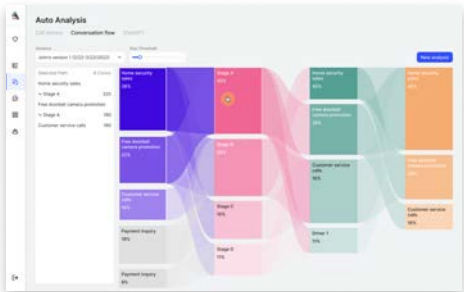
Holiday Inn saw 30% increase in conversion while cutting agent attrition in half.

A leading media company increased their save rate by 3.2% while reducing AHT by 6 seconds.

How Cresta helps revenue-generating contact centers retain more customers

Before the conversation:

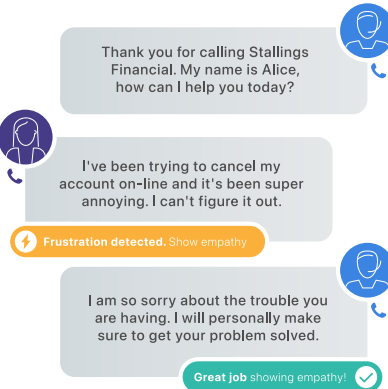
build in-depth models of your ideal retention conversations.



- Use historic conversation data to generate an end-to-end map of your conversations.
- Identify top-performing agents, the behaviors that drive their performance, and the pivotal conversation moments that drive retention outcomes.
- Automate the highest-volume, lowest-variance conversations with Cresta Virtual Agent to contain more cases and reduce overall retention costs.

During the conversation:

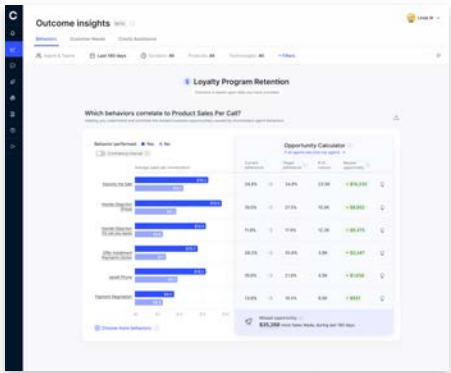
guide every conversation toward your ideal retention outcomes.



- Surface behavioral hints at key moments in response to customer intents.
- Build guided workflows and checklists to guide your agents along the ideal conversation path to retain a customer.
- Track adherence to every behavior along the ideal path, for every agent, with behavioral-understanding AI tools that don't rely on keyword recognition.

After the conversation:

coach agents toward high-impact behavior changes.



- See outcome insights that correlate agent behaviors with retention outcomes.
- Discover coaching opportunities to make the biggest impact on retention outcomes, automatically generated by Cresta's Generative AI.
- Feed outcomes data back into conversational models so your customer understanding is always up-to-date.
- Automate after-call work with generative AI-powered note-taking & summarization.

Why revenue-generating contact centers choose Cresta

Effectiveness, not just efficiency

Understand and drive behaviors that lead to real business outcomes like retained and upsold customers, as well as optimizing efficiency metrics like AHT and cost to retain.

Empowered coaching

Individualized coaching plans for every agent, generated by AI, informed by adherence, sentiment, and outcomes data from every single conversation that agent has.

Generative AI innovations

You don't need to be an AI expert to leverage the latest in generative AI technology for better retention. Enjoy AI-generated conversation maps, suggested responses, auto-summaries, and more.

Fast time-to-value

Get up and running in weeks, not months. Our conversational AI experts will help you design, test, and implement conversations, and empower you with no-code tools to make changes and adjustments.

Find out how you can supercharge your sales force:

[Schedule a call today!](#)

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