

CRESTA

EXPERTS ON DAY ONE



CATEGORY LEADING MATTRESS RETAILER

CUSTOMER SUCCESS STORY

How Cresta's real-time sales coaching AI helped a leading category leading mattress retailer transition to remote contact centers during COVID-19 and drive a **\$7.3M** uplift in annual revenue.

OVERVIEW

Challenging times require experts on Day 1.

For a category leading mattress retailer, Cresta delivered:

25%

INCREASE IN REVENUE PER
CUSTOMER INTERACTION

9%

INCREASE IN
INTERACTIONS PER AGENT

\$7.3M

UPLIFT IN
ANNUAL REVENUE

SUMMARY

In just 4 weeks, Cresta enabled a highly productive online sales experience that delivered **25%** more revenue per customer interaction.

In order to survive, organizations must not only be highly productive but also able to quickly adapt to changes in the market. In order to face the unprecedented challenges posed by COVID-19, the retailer needed to quickly transition brick-and-mortar retail sales to online digital channels.

KEY QUOTE

"We saw a significant increase in team member interaction. Our team members using Cresta feel way more prepared for calls!"

- Sr. Director of Digital Sales and Service

Cresta was able to deliver on its promise to turn agents into experts on day one. In just a 4 week trial, Cresta was able to show a staggering **25%** increase in revenue per customer interaction, a **9%** increase in interactions per agent, and a **51%** increase in efficiency per supervisor.

CHALLENGE

The retailer needed to quickly adapt its sales strategy to account for the unprecedented business challenges posed by COVID-19.

While virtually every business has been impacted by the global COVID-19 pandemic, physical retail businesses have been particularly hard hit. According to GlobalData Retail, **60% of the total retail square footage** in the U.S. has been forced to temporarily shutter, causing retail damage worse than the 2008 financial crisis. As a company that is heavily reliant on brick-and-mortar retail, the retailer's business was at particular risk.

The organization needed to quickly pivot to new sales experiences that could be delivered digitally. However, this transition posed a variety of challenges. First, there was wide variability in agent performance and managers felt many agents lacked the training and resources needed to reliably drive sales in a remote work-from-home environment. To make matters worse, the organization needed to minimize hiring and training costs while remotely onboarding recently hired agents. In this remote environment, agent training and oversight was paramount.

SOLUTION

Real-time coaching AI that helps remote sales and retention teams thrive.

Cresta's real-time coaching AI augments sales teams with live prompts and personalized coaching directly in an agent's interface during customer conversations.

At the start of the project, Cresta's AI analyzed top agents to learn winning responses and behaviors. The solution also took into account proven sales behaviors and best practices such as maintaining the conversation flow, assuming the sale, and setting expectations. Within days, the personalized coaching model was ready to be deployed.

During customer conversations, each agent would receive real-time coaching prompts tuned to her individual strengths and weaknesses. These insights would be displayed directly in the agent's interface at just the right moment in the conversation (see agent interface on next page). Cresta also helped agents be more efficient by handling more interactions at once and integrating with back-end tools. Agents could quickly capture important information with high fidelity without losing time pivoting between screens to enter information. Using Cresta, the retailer started seeing improvements in agent performance within the first week.

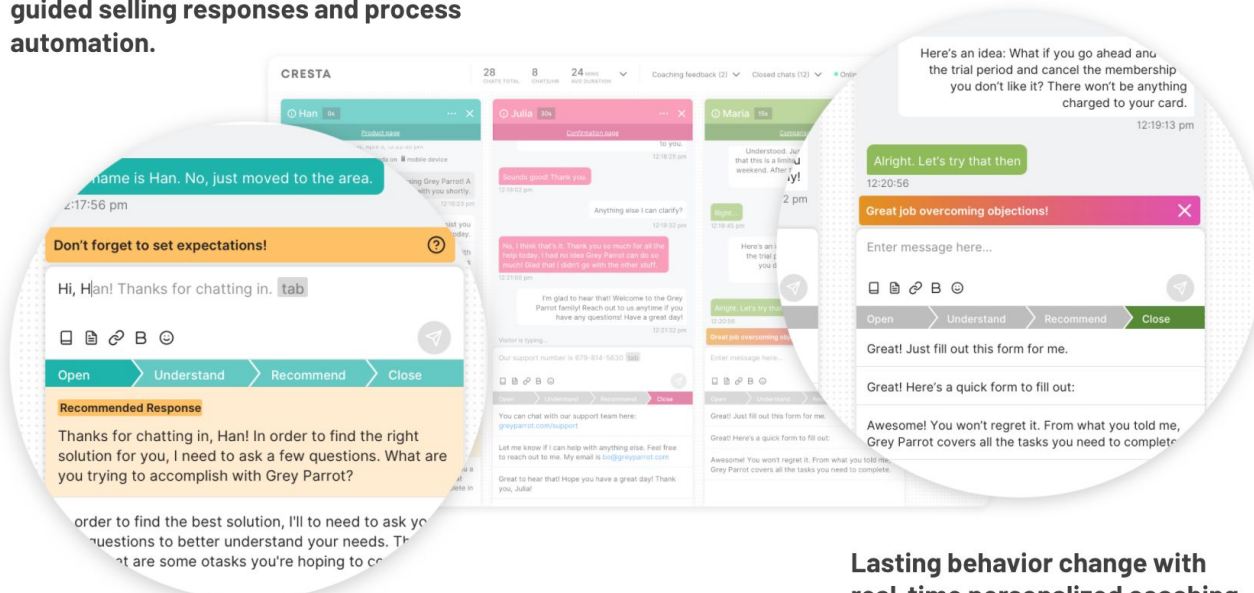
AGENT INTERFACE:

Cresta presents real-time assistance directly in the agent’s chat interface

In addition to helping agents perform like experts, Cresta was able to help supervisors increase efficiency by **51%** by automating the entire coaching lifecycle. Cresta provided leadership actionable insights highlighting individual and team-wide performance, progress against coaching goals, and also called attention to coaching opportunities.

With Cresta monitoring every call, managers and supervisors saved endless hours typically spent manually sifting through transcripts and selecting coaching objectives.

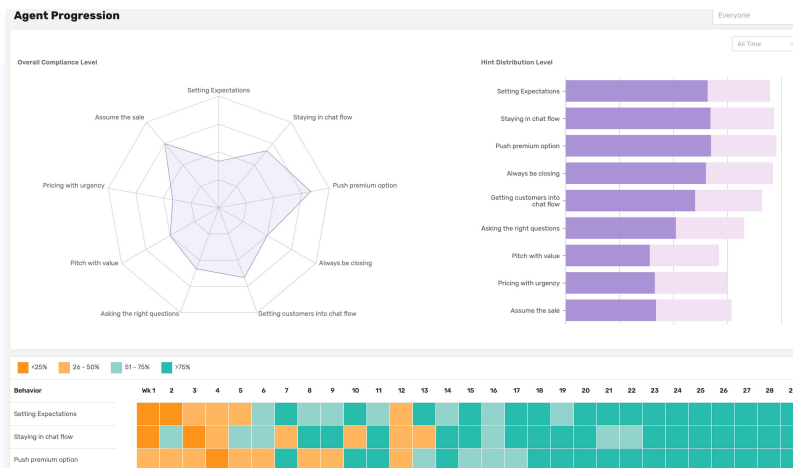
Agent efficiency and consistency with guided selling responses and process automation.



Lasting behavior change with real-time personalized coaching and hints.

SUPERVISOR INTERFACE:

A single console to help managers automatically identify performance drivers and coaching opportunities.



RESULTS

The retailer saw a 25% increase in revenue per interaction and 9% increase in interactions per agent within the first month.

In the first month, Cresta was able to drive impressive results for both agents and supervisors. On the agent side, agents were divided into two groups – a test group using Cresta, and a control group without. In just 4 weeks, the group using Cresta showed **25%** higher revenue per customer interaction, while the control group remained flat.

Additionally, agents using Cresta were able to handle **9%** more interactions compared to their previous performance. These uplifts translated into an annual revenue increase of **\$7.3 Million** for the retailer, representing a massive return on investment in just 4 weeks.

KEY QUOTE

“Thank god for Cresta. We had an aggressive annual goal following a big growth year last year. We would have missed our goals without your help.”

- Business Development Manager

Management teams saw similar benefits. For managers, by automating the coaching lifecycle, Cresta improved manager efficiency by **51%**. Beyond efficiency gains, in light of office closures, Cresta helped the retailer quickly transition agents to remote operations. Managers used Cresta’s AI-Director to monitor agent performance and rapidly iterate on communication strategy. Meanwhile, Cresta’s AI helped front-line agents deliver consistent on-brand messaging.

In the end, at a strategic tipping point, Cresta was able to help the retailer quickly transition to remote contact center operations in light of office closures. The retailer was able to drive additional revenue and offset the impact of physical retail closures. Ultimately, thanks in part to the success of its digital channel strategy, the retailer beat Wall Street’s quarterly expectations and saw stock price movement to match.