

CRESTA x IRIS

Same knowledge. Four tools. Only one they could trust.

Cresta, an AI company, gave Iris, Glean, Claude, and ChatGPT the same content and ran a real 41-question RFP through each, grading every answer by hand. Iris was usable out of the box in minutes. The others needed edits on over 80% of their answers.



"As an AI company, we know exactly how hard this problem is, which is why we were so impressed by what Iris does."

Yige Li · Director, Solution Engineering, Cresta

28 / 41

Iris answers usable as-is. The others: 8, 6, and 4

0

Iris answers needing major rework. The others: 12, 14, and 33

80%+

Of general AI answers needed edits before they could ship

WHO CRESTA IS

AI for the contact center, sold to enterprises

Cresta is a ~700-person company whose AI platform coaches human agents in real time, runs virtual agents, and turns every customer conversation into insight for brands like Hilton, Cox, and Brinks Home. Enterprise buyers vet that kind of platform through formal RFPs and security questionnaires, so winning depends on answering hundreds of technical, security, and compliance questions accurately.

THE CHALLENGE

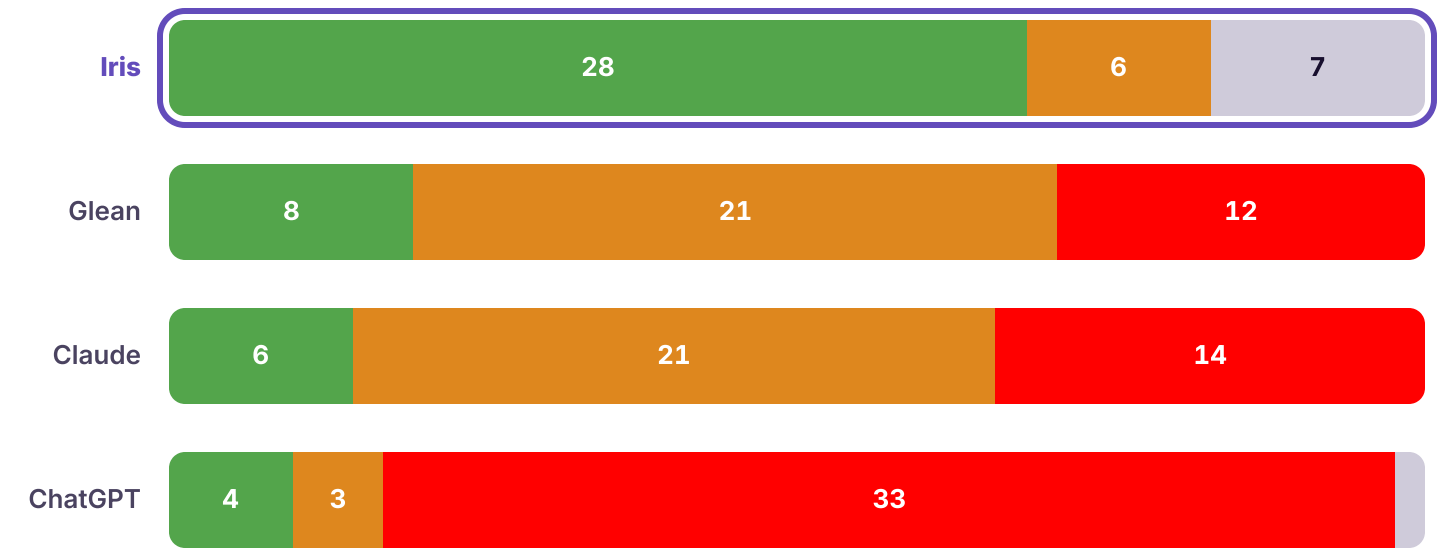
Two weeks per RFP, and no answer they could fully trust

Product knowledge lived across drives, decks, and Slack, so every RFP meant two weeks of manual coordination across product, security, and legal. Cresta tried general AI tools and an internal build, but answers still had to be verified line by line, and nothing gave them one source of truth, approvals, or reporting.

Same knowledge. Four tools. 41 answers, graded by hand.

Cresta gave Iris, Glean, Claude, and ChatGPT the same content and ran a real 41-question RFP through each. Iris was usable out of the box in minutes. The others needed edits on over 80% of their answers.

Usable as-is Minor edits Major rework No answer



28 / 41

Iris answers usable as-is

Glean 8, Claude 6, ChatGPT 4

0

Iris answers needing major rework

The others: 12, 14, and 33

7

No answer from Iris

Left blank and routed to an expert, never bluffed

WHY TRUST IS THE METRIC

Every general AI answer had to be checked before it could ship. An answer you have to verify is one you don't trust, and a bluffed answer in a signed proposal is contractual risk.

Iris answers only from Cresta's approved knowledge, cites each source, and leaves gaps blank for an expert. That is what made 28 answers shippable as-is, and zero confidently wrong.

The operating system for RFPs and security questionnaires

The Iris Admin owns the response in Iris: creates the request, routes questions to the right reviewers, and tracks activity in one place. Solutions Engineering, product, security, and legal contribute as subject-matter experts inside the same system instead of in spreadsheets and pings.

Ask Iris, directly in Slack

Approved answers where the team already works, every one cited to its source.

Presets and custom instructions

Responses tailored by product line and scenario, no rework.

Structured collaboration

Questions routed to product, security, and legal with approvals and deadlines in one place.

Connected to the stack

Gong for deal context, Google Drive for the Knowledge Map. Salesforce and portal questionnaires coming online.

THE RESULTS

From invisible heroics to a measurable operating motion

More opportunities pursued with the same team, with answers that are sharper, more consistent, and easier to defend.

Minutes

RFP turnaround, down from 2 weeks

6 → 1

Silos to one source of truth

Weeks

From signature to fully live

40 / 40

High-confidence, first pass

"I was skeptical going in about whether a specialized tool would really outperform strong general AI tools. The quality, freshness, and willingness to leave gaps blank instead of bluffing made the decision clear."

Yige Li · Director, Solution Engineering, Cresta

See it on your own RFP

Bring one real RFP. We'll run it through Iris live and you can grade the answers yourself.

Trusted by Cresta, BuildOps, Corelight, MedRisk, Class Technologies, and Hazel Health

[Book a demo →](#)

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