

CASE STUDY

Demonstrating Responsible AI Development

To highlight its robust security practices, Cresta obtained ISO/IEC 42001 certification from Sensiba

Challenge

Cresta, a leading contact center AI platform for human and AI agents, worked with Sensiba to obtain certification of its compliance with the ISO/IEC 42001 Artificial Intelligence—Management System standard. “Our customers are trusting us with a lot of very sensitive data,” says Robert Kugler, head of security, IT, and compliance at Cresta. “Our utmost priority is to care for customer data as securely as possible, and to provide assurance to our customers that they can use AI safely.”

As Cresta considered an ISO/IEC 42001 audit, potential complications emerged. The newness of the standard, released in late 2023, meant Cresta, and its auditor would be interpreting its guidance at the same time. Similarly, a lack of automated tools for the standard would require a higher degree of manual interaction and document sharing.

[Sensiba.com](https://www.sensiba.com)



CRESTA

Overview and Services

Cresta is on a mission to turn every customer conversation into a competitive advantage by unlocking the true potential of the contact center. Cresta’s platform combines the best of AI and human intelligence to help contact centers discover customer insights and behavioral best practices, automate conversations and inefficient processes, and empower every team member to work smarter and faster.

- ◆ ISO/IEC 42001 Certification Audit



“Cresta is leading an exceptionally competitive business with security as a competitive advantage.”

Robert Kugler

Head of Security, IT, and Compliance at Cresta

Solution

Leveraging a relationship with a Sensiba auditor, Cresta enlisted Sensiba’s assistance to conduct its ISO/IEC 42001 certification audit. Given the recent release of the standard and dynamic changes in the AI sector, Cresta wanted a firm that would take a collaborative approach to the engagement and that understood its risks and controls.

For instance, Kugler said Cresta wanted to work with an auditor that could help them understand what the standard requires and how their implementation reflects its guidance. Working with an audit team that offered AI experience also helped streamline the process.

“There’s a difference between companies where all they do is AI, like Cresta, and companies that are laying AI on top of their old-school processes,” says Kugler. “Sensiba’s understanding of AI enabled us to have easier conversations because they understood what we’re doing as a company and what our controls were designed to do.”

Result

With its ISO/IEC 42001 certification, Kugler says prospects and customers can be confident that Cresta is doing everything they can to protect and manage their sensitive data responsibly.

“The most important benefit to us is the customer assurance,” Kugler says. “Customers can stop relying on us telling them everything is fine.

The certification provides independent, third-party assurance that somebody has looked at us and validated that Cresta is developing AI in a responsible way. That is really important.”

Cresta is also using its certification to provide important differentiation in the crowded marketplace of companies claiming to offer AI expertise.

“We’ve doubled down on third-party assurance because we can confidently tell customers they can trust us, and this is why,” Kugler says.

For other companies considering ISO/IEC 42001 certification, Kugler recommends adding a 42001 audit to a strong security foundation based on other standards and certifications such as SOC 2 or ISO/IEC 27001 - Information security management systems.

“Security is not just a sales driver, but the right thing for your customers,” Kugler says. “If you have a secure foundation, then it’s really about all documenting what you do and doing what you say.”

About Sensiba

Our team is experienced in identifying controls that are currently in place, establishing a control environment that is best suited for the service organization, and meeting deadlines. We work closely with service organizations to understand client demands and provide reports that meet those needs. We have demonstrated expertise in helping clients get their ISO/IEC 42001 certification done from start to finish. For more information, please reach out to our team.

Contact Us

e. info@sensiba.com
p. 925-271-8700