

Gyst Technologies



Gyst for Amazon Connect and Lex

Why Gyst?

- Reduces operating costs because self-service costs 10x to 20x less than agents
- Improves customer satisfaction and customer experience (CX) in Amazon Connect and Amazon Lex voice products
- Increases automation rates for voice self-service channels
- Provides analytics and insights for digital / omni-channel / IVA / natural language understanding (NLU) strategies across Amazon Connect and Amazon Lex services
- Enables you to monitor the impact of speech, seasonal changes, and voice application updates
- Personalizes response times to allow extra time for struggling users
- Operates anonymously to protect privacy and personal data
- Reduces caller errors and distress for voice channels
- Frees agents to handle more complex calls

Differentiators

- Dynamic and anonymous
- Private and secure
- Enhances existing personalization

Product overview

Gyst is a web API-based service for optimizing your Amazon Connect and Amazon Lex voice applications. As an enhancement for intelligent virtual agents (IVA), interactive voice response (IVR), and other voice self-service channels, Gyst continually adjusts the call experience to suit the skills and abilities of each individual as they navigate their way through the menus and natural dialogue flow of your voice applications.

Accessed via a web-based RESTful API, Gyst analyzes historical and realtime information on caller behavior to provide you with high resolution analytics you can use to find and resolve pain points in the call flow and to guide your digital transformation strategies.

With Gyst, call centers have reduced enterprise operating costs and improved the customer experience on millions of customer service inquiries to date.

Product features

- **Gyst Analytics:** Uses CX factors like algorithms, machine learning, and user skills and behaviors to find cost saving opportunities.
- **Gyst Adaptive:** Adjusts parameters like speaking rate, response time, input mode, and message content for users through a session.
- **Gyst Smart Modality Switching:** Offers the ability to select input forms based on users and their environment.
- **Gyst Proactive Transfer and Intelligent Opt Out:** Monitors caller frustration to transfers them to an agent before they hang up.
- **Skill Based Prompting:** Provides additional audio instructions for users struggling in the voice channel.
- **Subscription Model:** Significant net Operational Expenditure (OpEx) savings proven in trial

Implementation

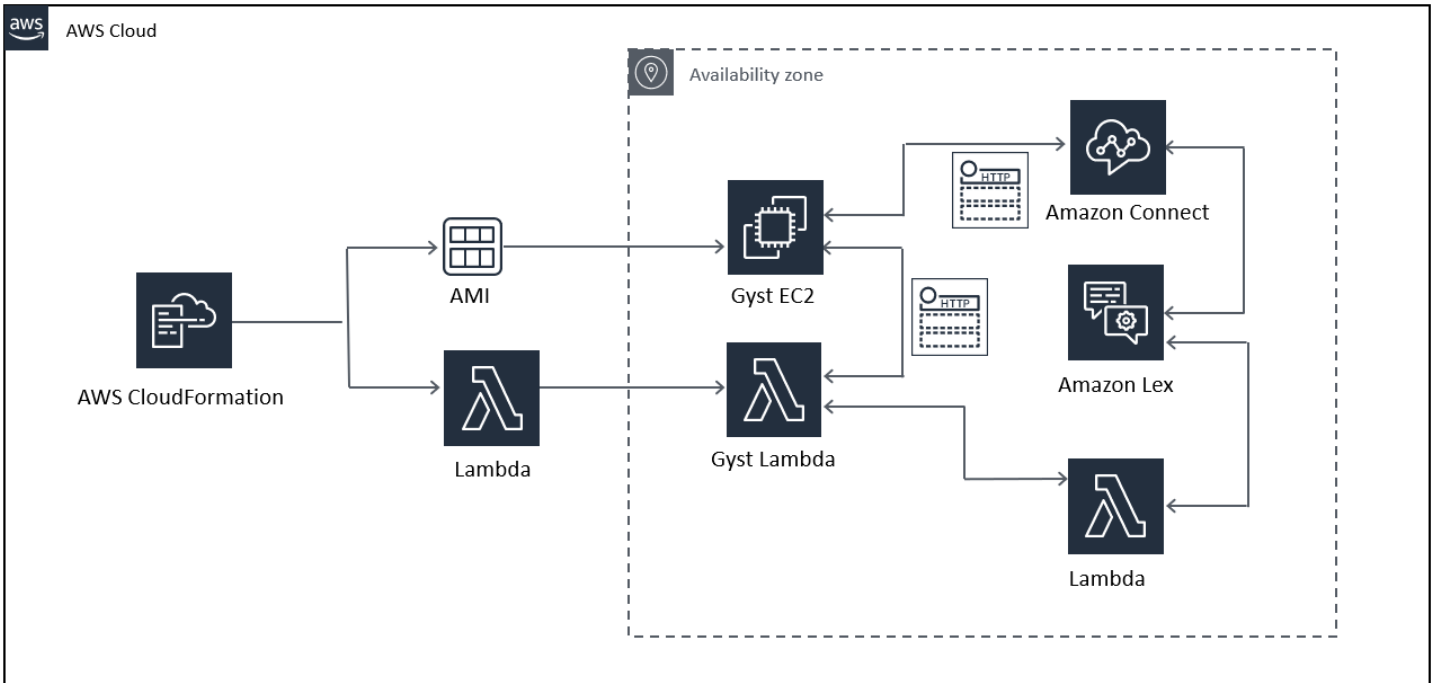
Gyst works for any voice platform using RESTful web API calls from your existing hosted or on-premises voice applications. A full pilot generally takes about a week to implement and an additional 1–2 weeks to gather A/B testing data. Free trials are also available. Licensing is on a Software as a Service (SaaS) subscription basis so there are no large capital expenditure outlays. The savings Gyst generates funds its own subscription costs.

How it works

The key Amazon Web Services (AWS) resources generated via the CloudFormation Template are the Gyst Elastic Compute Cloud (EC2) instance and Gyst Lambda functions as shown in the figure.

The Gyst EC2 instance supports the Gyst web API. It is directly callable from the client’s Amazon Connect instance and the Lambda function supporting Amazon Lex based voice bot the client is leveraging. The clients existing Lambda function simply calls the Gyst Lambda named “Gyst API.” This Lambda in turn, calls the Gyst Web API that is supported via the Gyst EC2 instance.

The specifications on the HTTP get/post responses and API usage are detailed in a secure area of the Gyst online documentation resource. A passcode to enable access this documentation is provided at the time of purchase.



Solution available in [AWS Marketplace](#)