



# Gyst Analytics: Voice Journey Intelligence for Amazon Connect

## Solutions Brief

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# Gyst Analytics: Voice Journey Intelligence for Amazon Connect

## Challenges

**Standard Amazon Connect reports hide *where* and *why* callers struggle.**

Many Amazon Connect contact centers still rely on standard reports that show *what* happened—call counts, transfers, average handle time—but hide *why* and exactly *where* callers struggle. Cognitive load, unclear prompts, and noisy environments drive input errors and repeat prompts.

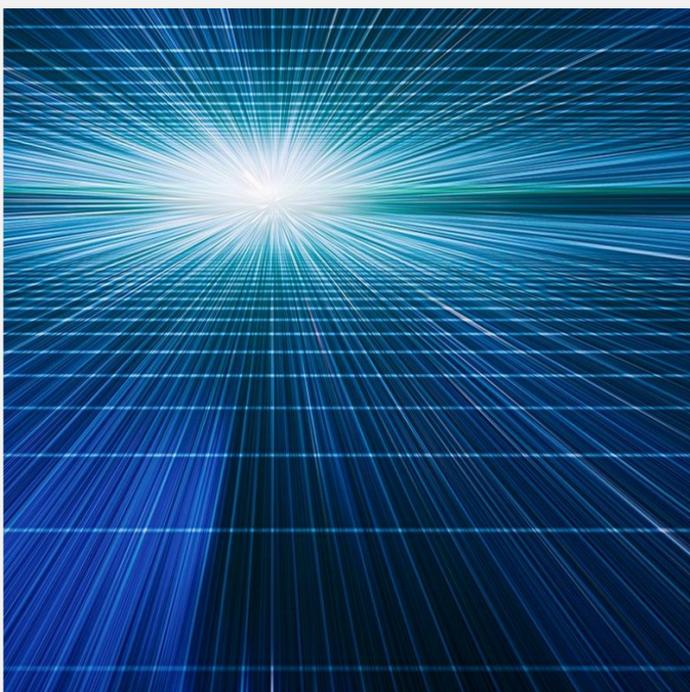
Fixed audio speeds and timeouts make experts wait while less-skilled callers feel rushed, increasing handle time, abandonment, and transfers. Without granular insight into where callers stumble, teams struggle to prioritize fixes and prove ROI on Amazon Connect IVR investments.

## The Gyst Analytics Solution

**Real-time, aggregate and per-caller insight for Amazon Connect**

Gyst Analytics is a patent-pending engine that observes caller behavior in real time across your Amazon Connect IVR and conversational AI experiences.

At each dialog step, Gyst assigns caller skill scores from 1 to 100, tracks no-input/no-match and repeat paths, and flags high-friction turns. Events are streamed to Gyst via simple HTTPS APIs from your Amazon Connect contact flows and voice bots—no log ingestion or platform rewrite required. CX and operations teams get clear, AWS-hosted dashboards showing where experts sail through, where novices struggle, and which changes deliver the biggest impact with the least disruption.



## Benefits

Lift self-service rates, cut friction, and see exactly where to improve.

### »» Higher self-service rates

More Amazon Connect callers complete tasks in IVR and voice bots instead of going to agents.

### »» Shorter handle times

Fast-track expert callers, give novices extra help, and reduce repeats/"I didn't catch that" moments that currently spill into your Connect queues.

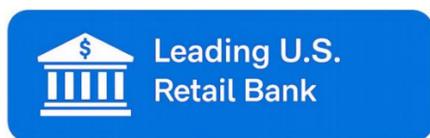
### »» De-risk modernization

Optimize Connect IVR and bot flows based on real behavior data, not guesswork, so you can modernize in stages instead of betting on a full redesign.

# Amazon Connect + Gyst - better together

Gyst and AWS are built to complement each other. Gyst Analytics observes every turn in Amazon Connect IVR, Amazon Lex, and Nova Sonic / Bedrock-based voice agents, while AWS provides the secure, scalable foundation to run them at enterprise scale.

On Amazon Connect, Gyst streams behavioral events via HTTPS, scores caller skill 1–100 at each step, and pinpoints friction in real time—without storing sensitive profiles. AWS services simplify deployment, monitoring, and resilience, and Gyst’s high-resolution behavioral analytics pinpoint friction so teams can prioritize fixes and continuously improve caller experiences.



## Case Study: Leading Retail Bank (U.S.)

### »» Challenges

Callers struggled to navigate balances, transfers, and funds availability prompts. Repeat prompts and input errors were common, driving transfers to agents and depressing self-service. The team lacked clear visibility into which IVR steps caused the most friction.

### »» Solution

Gyst was instrumented in the existing IVR call flow to score caller behavior 1–100 at each step of the journey and highlight turns with high error and abandonment rates. The analytics revealed where higher-skill callers moved through easily, but less-skilled callers struggled, guiding targeted changes to prompts, pacing, and routing rather than a full IVR redesign.

### »» Results

After these targeted changes, IVR engagement increased, caller input errors declined, and more customers completed tasks in self-service instead of reaching agents – with a clear, quantified view of savings that justified further optimization.

### »» Success Stories

Read about our Banking, Healthcare, and other successes [here](#).



## Features

### Skill-based scoring for every caller

Gyst assigns each caller a skill score from 1 to 100 at every dialog turn, benchmarked against peers on the same path. This reveals where high-skill callers succeed but low-skill callers struggle, so you can tune prompts and flows for both.

### Turn-by-turn journey analytics

Gyst’s analytics track performance at each dialog node—difficulty, error spikes, no-input/no-match, and common paths—so you can see where callers struggle and why. Teams use these insights to shorten or clarify prompts, tune pacing, choose speech vs. dual-tone multi-frequency (DTMF) where it works best, and prioritize the fixes that lift self-service and customer satisfaction on Amazon Connect.

### Platform-agnostic deployment

Integrate via lightweight web APIs alongside your existing IVR, voicebots, and contact-center stack—without changing carriers, ASR, NLU, or routing infrastructure.

Visit [AWS Marketplace](#) to purchase or start a free trial today.



## Get started with Gyst Analytics on AWS

