

Gyst Analytics: AI Voice Journey Intelligence for Contact Centers

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Connect With Our Team:
Gyst@carahsoft.com
571-591-6110

Gyst Analytics: AI Voice Journey Intelligence for Contact Centers

Challenges

Standard IVR reports hide exactly *where* and *why* callers struggle.

Many contact centers still rely on standard IVR 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 their IVR/IVA investments.

The Gyst Analytics Solution

AI-powered analytics across existing IVR and voicebot platforms.

Gyst Analytics adds an AI-powered analytics layer that observes caller behavior in real time across your IVR and voicebot 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 via simple HTTPS API calls from your IVR and voicebot call flows with no log ingestion, platform rewrite, or personal data required.

CX and operations teams get clear evidence of where experts move through easily, where less-confident callers struggle, and which fixes deliver the biggest impact with the least disruption.



See exactly where callers struggle.

Turn-level analytics that pinpoint friction in voice self-service.



Node #	Friction Index	Experts	Fast Users	Normal	Novice	Error	Timeout	Cont. →
3	92	5%	8%	22%	45%	12%	8%	...
4	76	8%	14%	28%	36%	8%	6%	...
2	38	16%	28%	34%	16%	3%	3%	...
1	18	32%	40%	20%	6%	1%	1%	...
5	7	45%	38%	12%	3%	1%	1%	...
6	—	—%	—%	—%	—%	—%	—%	...



Friction hotspots surfaced
Pinpoint exactly where callers struggle with a clear friction index at every turn.



Read-only analytics
Secure, read-only access to your data. No changes. No risk. Just insights.



Prioritize fixes by impact
Focus on the nodes that drive the most errors and timeouts—and move the needle.

Benefits

Use AI-powered evidence to lift self-service, cut friction, and see exactly where to improve.

» Higher self-service rates

Identify high-value fixes that help more callers complete tasks in your IVR and voicebots instead of going to agents.

» Shorter handle times

Use skill and error patterns to simplify paths, reduce repeats and “I didn’t catch that” moments, and route strugglers to the right help faster.

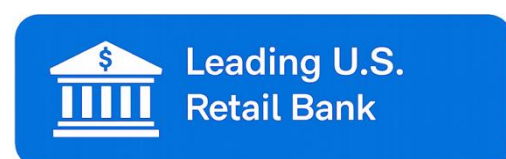
» De-risk modernization

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

Your IVR and voicebots + Gyst

Gyst is designed to complement, not replace, your current IVR and voicebot stack. Our AI-powered analytics layer observes caller behavior in real time and feeds back skill scores and friction signals through simple APIs and dashboards.

Whether calls run on premises, in your own cloud, or on CCaaS platforms such as Genesys, Five9, Talkdesk, or Amazon Connect, Gyst helps operations and CX teams see how callers move through flows and which fixes will deliver the biggest impact.



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

AI-powered skill-based scoring

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 AI 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 across your IVR and voicebots.

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 [Gyst Technologies](#) to learn more



Get started with Gyst Analytics

