



Put Customers at the Center of Every Interaction with Gyst

Solutions Brief

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Challenges

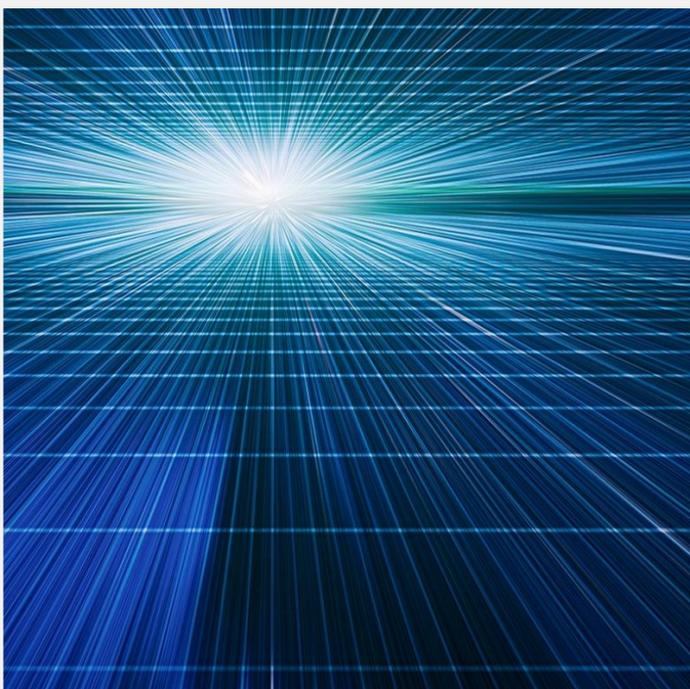
Static IVRs inflate handle times, errors, and costs—undercutting self-service.

Many contact centers still run IVRs that treat every caller the same. 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, improve containment, and prove ROI on IVR investments.

The Gyst for Amazon Connect Solution

Real-time, per-caller tuning for Amazon Connect, Lex, and Nova Sonic voice experiences.

Gyst is a web API that personalizes each turn in IVR and voicebot flows in real time. Based on demonstrated behavior at each dialog node, Gyst adjusts TTS playback speed, response time, input method (speech or DTMF), and prompt style—without relying on stored user profiles. Callers get clearer, faster paths with fewer repeats and errors, which raises self-service (containment) and reduces frustration. Built for easy integration on AWS with Amazon Connect, Amazon Lex, and Nova Sonic / Bedrock-based voice agents, Gyst also provides high-resolution behavioral analytics to pinpoint friction and prioritize fixes across the voice journey.



Benefits

Lift IVR self-service, cut friction, and reveal exactly where to improve.

»» Higher self-service rates

More callers complete tasks in IVR/voice bots instead of going to agents.

»» Shorter handle times

Fast-track experts, give novices extra help, and reduce repeats/"I didn't catch that."

»» De-risk modernization

Optimize existing Connect/Lex/Nova Sonic flows without rewriting core IVR logic.

Gyst Technologies on AWS – “better together”

Gyst and AWS are built to complement each other. Gyst personalizes every turn in 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 tunes text-to-speech speed, response time, input method (speech or DTMF), and prompt content in real time—raising self-service containment without storing caller 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 Health Insurer (U.S.)

»» Challenges

Members struggled to navigate benefits, claims, and premium 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 personalized pacing and guidance at each dialog step and used analytics to surface high-friction nodes for targeted fixes. The same approach maps directly to Amazon Connect contact flows for rapid rollout and continuous tuning.

»» Results

Within weeks, IVR engagement rose 36% and caller input errors fell 20%, reducing repeats and improving self-service.

»» Success Stories

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



Features

Turn-by-turn Pacing Tuned for Each Caller on Amazon Connect

Gyst adjusts text-to-speech (TTS) speed and response time at every step in the Amazon Connect flow based on how the caller is performing. Skilled callers move faster with shorter prompts; callers who need more help get a steadier pace and extra time. Result: fewer repeats and “I didn’t catch that” moments, higher IVR self-service (containment), and a smoother overall experience. The same pacing intelligence can also be applied to **Lex or Nova Sonic-based virtual agents**

High-Resolution Analytics That Show Exactly Where to Improve

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.

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