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# Design your voice experiences so customers engage



## Why Gyst?

- Reduces operating costs because self-service costs 10x to 20x less than agents
- Improves customer satisfaction and customer experience (CX) in voice applications
- Increases automation rates for voice self-service channels
- Provides analytics and insights for digital / omni-channel / IVA / natural language understanding (NLU) strategies across voice 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

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Gyst is a web API-based service for optimizing your voicebot and IVR voice applications. As an enhancement for your existing voicebots, 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 real-time 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 CX:** Adjusts parameters like speaking rate, response time, input mode, and message content for users throughout a session.
- **Gyst Smart Modality Switching:** Offers the ability to select input forms based on users and their environment.
- **Gyst Intelligent Opt Out:** Monitors caller frustration to transfers them to an agent before they hang up.
- **Gyst 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

Gyst was designed from the ground up to be secure, reliable, and highly scalable. It is also designed to be extremely fast and easy to use in new and existing voice applications - both premise and cloud based. The specifications on the HTTP get/post responses and API usage are detailed in the online developer documentation.

We offer flexible subscription-based pricing models, low-cost pilots for clients looking for a full-service approach, and free trials for clients willing to do the work themselves. And, if you are an existing Genesys or Amazon Web Services customer, we can even have our services billed via the same contracts and/or licensing agreements you already have with these providers.

Contact us [here](#) to learn more.

