Gyst

How much is ineffective voice self-service costing you?

Most Contact Centers struggle to create IVR and Intelligent Voice Assistant experiences that resonate with their audience. When your voice self-service channels are ineffective...

- Customers zero-out or leave after just a few seconds
- Voice self-service rates are low and handle times grow
- Customers hang up and call back - or call your competition
- Frustrated customers vent to your expensive agents
- Agents are tied up with mundane and repetitive calls
- Callers remember poor experiences the next time they call

Voice self-service should be easy and it should work. Most IVR applications are either legacy holdovers, or newer services transitioning to reap the benefits of digital transformation. Let Gyst be your guide and optimization tool and your company will finally get the sales it's been looking for.

Gyst Analytics

Watch The Video

With Gyst Analytics, you can eliminate guesswork and confidently create great voice experiences your customers will want to use. It's easy to add to your existing voice applications any works for any voice platform.

- Monitor functional changes to call flows in real time - fewer expensive data analysts required
- Guide your Digital Transformation roadmap armed with interaction specific data for voice channels
- Prepare for and adjust to changes in daily, weekly, monthly and seasonal call volumes and patterns
- Eliminate the need for frequent and costly one-off usability studies

Gyst CX

Watch The Video

Successfully navigating modern voice applications, even well designed ones, often depends not only on the callers cognitive abilities, but also on their ability to deal with distractions, multi-tasking, poor mobile signals, background noise, and not having advance knowledge of the call flow.

To overcome these problems, Gyst's machine learning and software algorithms first learn how callers interact with the voice application as it is today. It does this by sampling thousands of calls, one conversation turn at a time, to measure caller proficiency at navigating the call flow.

When this process is complete, Gyst then enables the IVR or Voice Assistant to deliver the optimal call experience for each caller as they progress, turn by turn, through the call flow.

Callers that are skilled and accurate, hear the prompts at gradually, almost imperceptibly, increasing playback speeds. Slower, less skilled callers hear the opposite. Gyst tailors the experience for everyone in between also, to deliver a turn by turn, optimal CX for every caller.

Gyst CX

Standard Features

Gyst's standard features use machine learning and advanced algorithms to measure, analyze, and optimize the audio playback rate (words spoken per minute) for each user in real time. It does this every time the user responds to the Voice Assistant and/or IVR. The playback rate adjustments are subtle and driven by the skill of the customer at each step of the dialog flow.

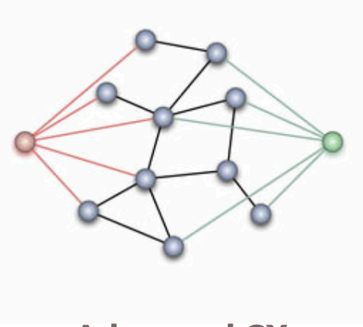
Uses machine learning to optimize each voice session.

Speeds up audio (wpm) for users when they respond well.

Slows down audio for users when they respond poorly.

Gyst CX

Advanced Features



Advanced CX

Uses additional algorithms to further refine CX adjustments based on caller behavior and the calling environment.

Intelligent Opt Out

Tracks customer progress and gets them to an agent or another channel before they get frustrated.

Smart Modality Switching

Offer speech only, touch-tone only, or both based on what works best at each conversation turn.

Personalized Response Times

Allows extra time for struggling callers to respond to your voice prompts if needed.

Personalized Audio Content

Provides additional audio instructions for callers struggling in the voice channel.

Node Adjusted Audio Speeds

Proactively slows down audio playback at interaction points most callers find difficult.

Economic Benefits

- Deflect calls away from agents costing 10x - 20x as much - free them up for more complex calls
- Reduce zero-outs, callbacks, and even customer churn that costs money and frustrates callers
- Fix the pain and friction points customers struggle with daily - especially the hard to find ones

increase voice
self-service use

reduce call
handle times

increase goal completion

Customer Service Benefits

- Reduce caller input errors and annoying reprompts - callers will vent less to expensive agents
- Speed up self-service for customers that know your application and can anticipate the call flow
- Slow down the experience for customers that are less familiar, are in a noisy environment, etc.

reduce caller input error rates

reduce caller friction & frustration

encourage repeat use of self-service

success story one

Top 10 International Bank

Business Benefits

We deployed our technology at one of the world's largest international banks. The bank handles over 36 million calls per year in the U.S. alone. Our technology was implemented on the bank's voice self-service retail applications. This application was designed primarily for handling U.S. customer inquiries on personal checking accounts, though it also supported home loans, car loans, student loans, and similar retail services.

Business Benefits

After deploying our technology, the bank realized a decrease in the average handle time in the voice self-service system from 90 seconds down to 83 seconds. Simultaneously, the bank saw an improvement in the self-service rate within the voice system. Fewer calls went to agents as a result. The bottom line was a **five month ROI on the technology** for the bank, according to the SVP of Customer Service.

success story two

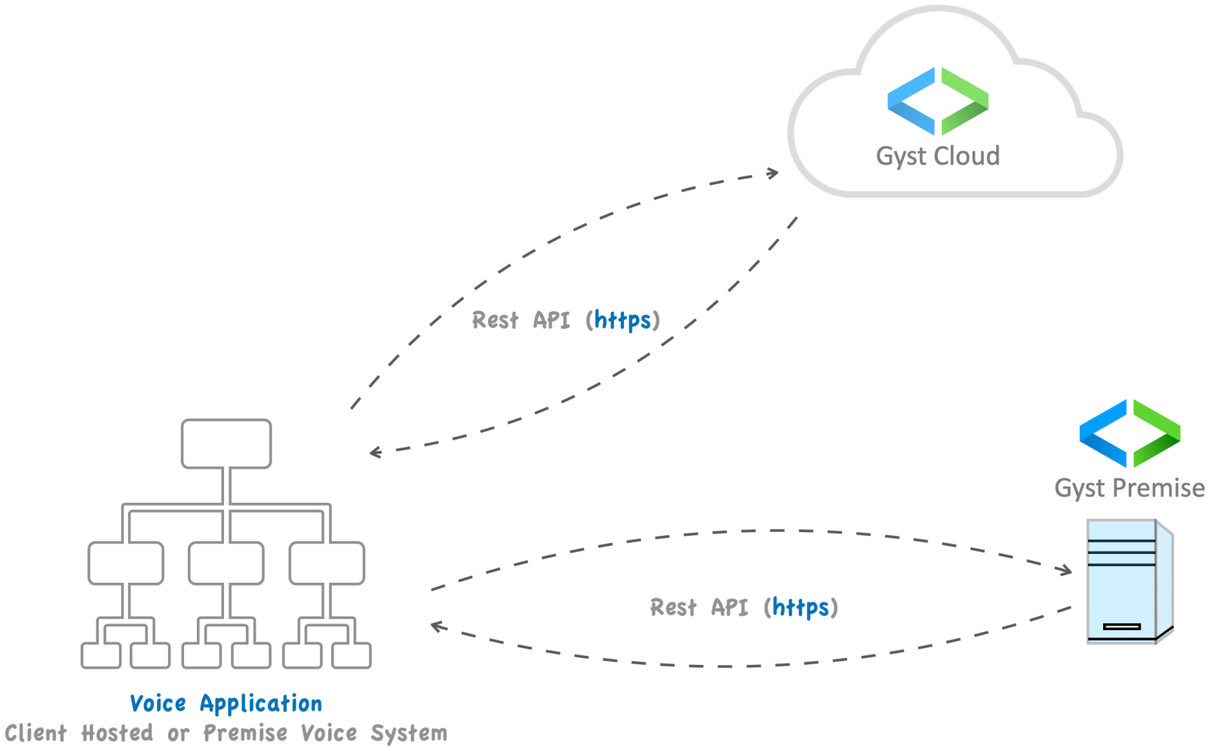
Major U.S. Travel Service

Business Benefits

We deployed our technology at one of the largest commuter railroads in North America. Calls coming in to the contact center are initially directed to a voice self-service application that provides detailed point to point schedule and fare information for commuters and occasional travelers. The average handle time for this application was initially 176 seconds and the client receives in excess of 5,000 calls per day.

Business Benefits

With our technology, this client increased the self-service rate in their IVR by around 2 percent. They also reduced the average handle time for voice self-service by a full 26 seconds. Regular commuters (who were familiar with the dialog flow) were able to navigate to the information they needed more quickly resulting in a better, shorter customer experience. This client realized an **ROI of less than six months** with our technology.

A small, powerful web API

- Client can use in house or outside PS for implementation
- Gyst offers full set up for a nominal charge - takes about 2 weeks.