

together toward tomorrow

AHCCCS ServiceNow AI Call Center
Task Order #YH26-0031

April 9, 2026

ARIZONA
HEALTH CARE COST
CONTAINMENT SYSTEM

accenture



Trailblazers do not work alone.

What we have delivered.



Public Health
Emergency Unwind –
Member Experience

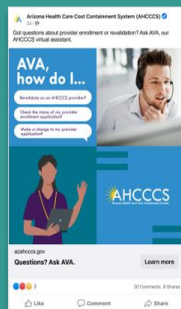


Provider
Expansion



Social
Awareness
Campaigns

Make sure your contact
info is up to date.



Health-e-
Arizona **PLUS**

3.38M+
*Member households
communicated with*

New capabilities to introduce.



20+
Years of
partnership
with Genesys



10,000+
Implementations
of ServiceNow
Platform



600+
Contact Center
Transformations
in the last 5 years



300+
Clients Enabled
on ServiceNow AI

Agenda

01

Provide a live demonstration showing how the solution supports specific business scenarios (Medical, SNAP, and TANF) across all required omnichannel touchpoints (including phone, AI agent, Chat, & other digital channels).

02

Please provide an example how the AI bot detects and responds to different customer emotions and sentiments (example, frustration, anger, confusion, or distress) across supported channels. Include how and when the interaction is escalated to a human agent when appropriate.

03

Provide a high-level explanation of how the backend process orchestrates and routes requests across channels to support these scenarios. Please provide examples including how ServiceNow, Genesys, and Azure work together for each transaction or business.

04

Please demonstrate how AI tailored interactions are based on customer data.

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What measures are implemented to ensure data privacy and security during calls?

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Please describe how the solution identifies and processes different languages and accents. What languages are currently supported for speech recognition & conversational handling? How does the system behave when it encounters a language it does not support or cannot accurately recognize?

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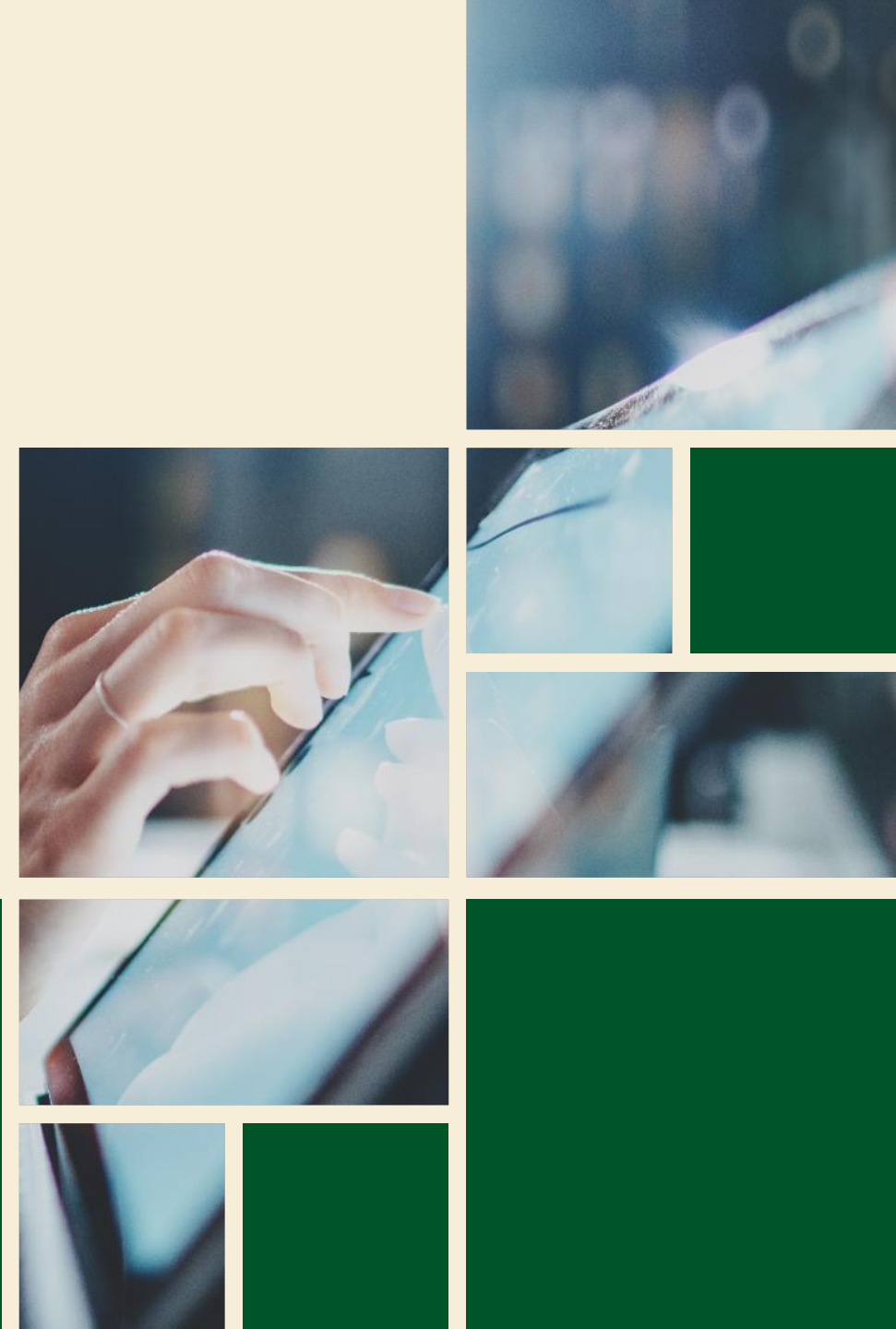
08

Describe your approach to schedule management and ensure that the project adheres to established timelines.

Q1

Provide a live demonstration showing how the solution supports specific business scenarios (Medical, SNAP, and TANF) across all required omnichannel touchpoints (including phone, AI agent, Chat, and other digital channels)

Presenters



Demo Overview



Demo 1

- Phone Focused
- Voice based AI Interaction
- Live Agent Escalation
- Outbound SMS
- AI Powered Journey

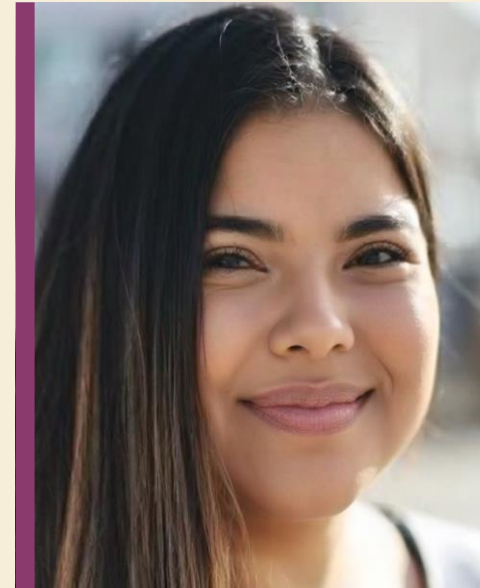


Demo 2

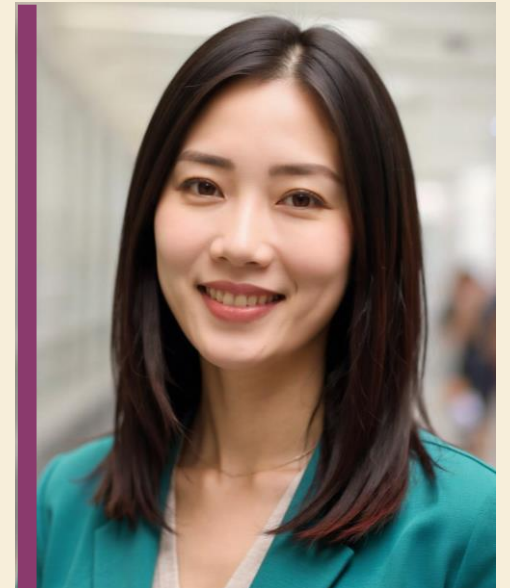
- Chat focused
- Virtual Agent AI Interaction
- Live Chat Escalation
- AI Powered agent

Customers

Amelia – Medicaid Member



Lisa – Medicaid Provider



< Live Agent – Olivia >

Demo #1: Voice, AI Agent, Text, AI Empowerment

Customer



Amelia

- Recently enrolled Medicaid member
- Has had past issues with her household composition
- Wants to confirm her medical provider is available on a new plan and switch



Bot Interaction

- AI Powered
- Personalized
- Reaches resolution
- Reacts to Sentiment



Live Agent Escalation

- Agent has all the prior context
- Experience is efficient
- Empathetic and knowledgeable

Agent

Context At Fingertips

- Prior conversation with bot
- All Prior interactions
- 360 view of customer

Automation Drives Efficiency

- Customer record lookup
- Data population
- Automated after call work

AI Powers Interaction

- Program modification
- Text notifications
- Summarizes interactions

Demo #1: Voice Bot Interaction

Customer



Amelia

- Recently enrolled Medicaid member
- Has had past issues with her household composition
- Wants to confirm her medical provider is available on a new plan and switch



Bot Interaction

**Customer
recognized**



**Intent
Declared**



**Provider
Look up**



**Sentiment driven
escalation**

Demo #2: Chat, AI Empowerment, Email

Customer



Lisa

- Currently a group provider
- Would like to bill as an individual provider for her private practice



Bot Interaction

- Personalized
- Reaches resolution
- Reacts to Sentiment



Live Agent Escalation

- Agent has all the prior context
- Experience is efficient
- Empathetic and knowledgeable

Agent

Context At Fingertips

- Prior conversation with bot
- All Prior interactions
- 360 view of customer

Automation Drives Efficiency

- Customer record lookup
- Data population
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AI Powers Interaction

- **Rapid Responses**
- **Knowledge Prompting**

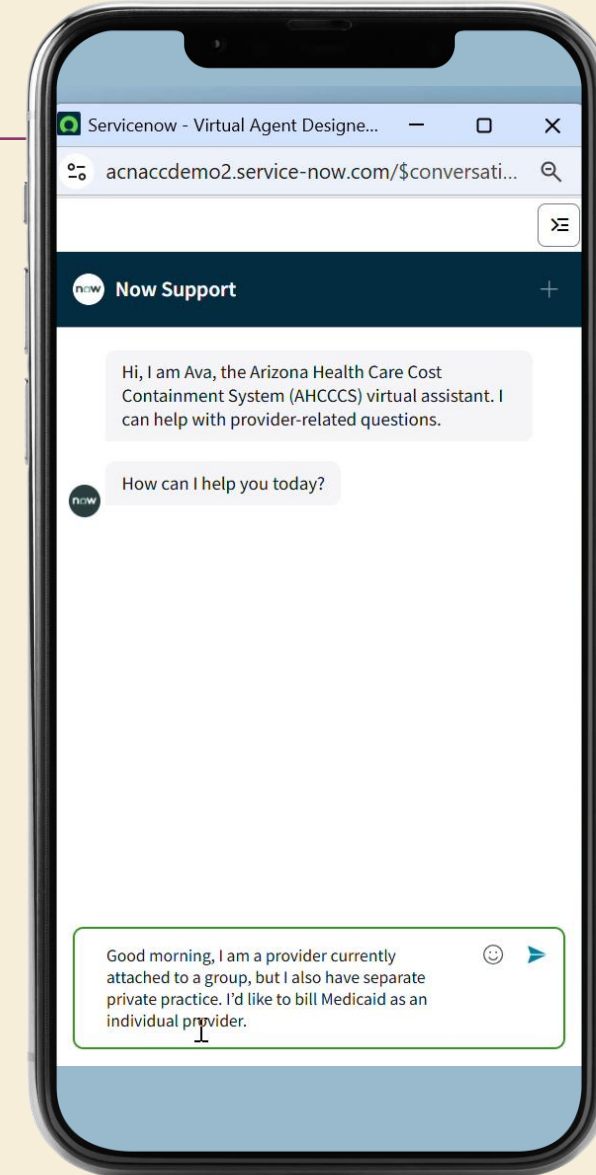
Demo #2: Chat Bot Interaction

Customer



Lisa

- Currently a group provider
- Would like to bill as an individual provider for her private practice



Demo Wrap Up



Consistent Experience

Regardless of channel
or program



Personalized and Data Powered

Tailored to customers and
completing resolution



Automation Drives Efficiency

And allows for scaling
the solution



Better, Faster Service



Reduced Effort to Serve

Q2

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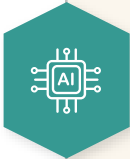
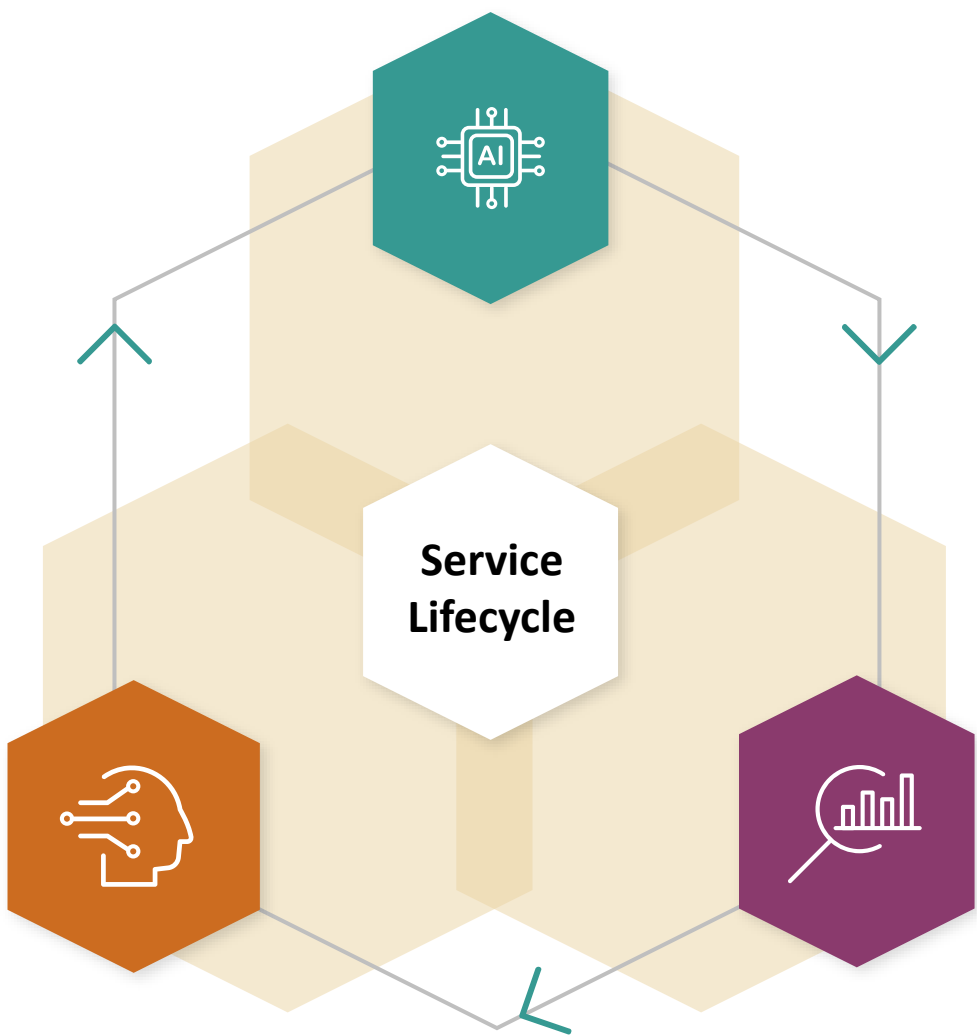
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Sentiment Analysis Across The Service Lifecycle



AI Sentiment Experience
Drives when to escalate

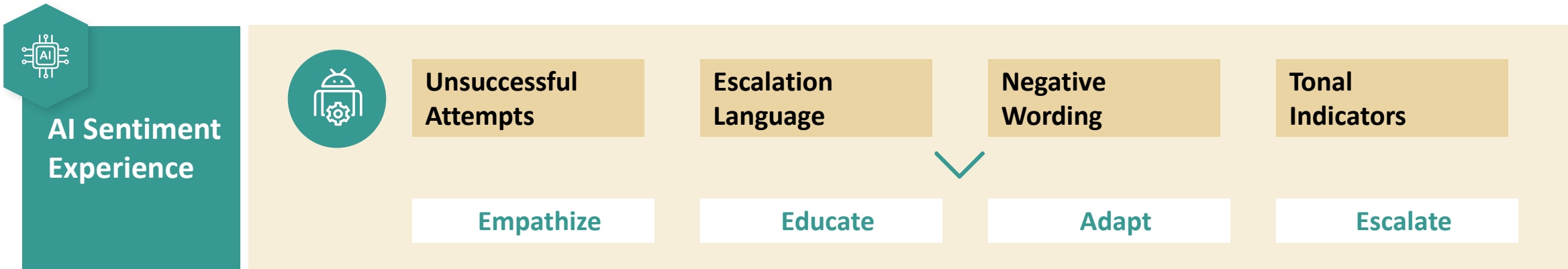


Live Agent Sentiment Experience
Drives how to adapt in real time



Post Contact Sentiment Analysis
Drives how to improve

AI Bot Detection & Response



 Customer Interaction Examples
Interrupting the bot repeatedly
Frustration (“this is so annoying”)
Confusion (“hang on you’re going too fast”)
Escalation language (“speak to agent”)
Concerning language (ex: self harm)
Fails out of bot experience 2-3 times

 Best Practice Design
Empathize with their intent and adapt response pattern
‘I understand you are frustrated. I’m able to help answer your questions with ust two more pieces of information’
‘I’ll slow down and guide you step by step”
‘I know how important your inquiry is. I have the same access and capabilities that an agent would provide on this topic with a fraction of the wait’
Escalate to supervisor queue
Escalate to appropriate queue

Live Agent & Post Contact Sentiment



Live Agent Sentiment Experience

- Seek Knowledge or Support
- Adapt Tone
- Identify External Events

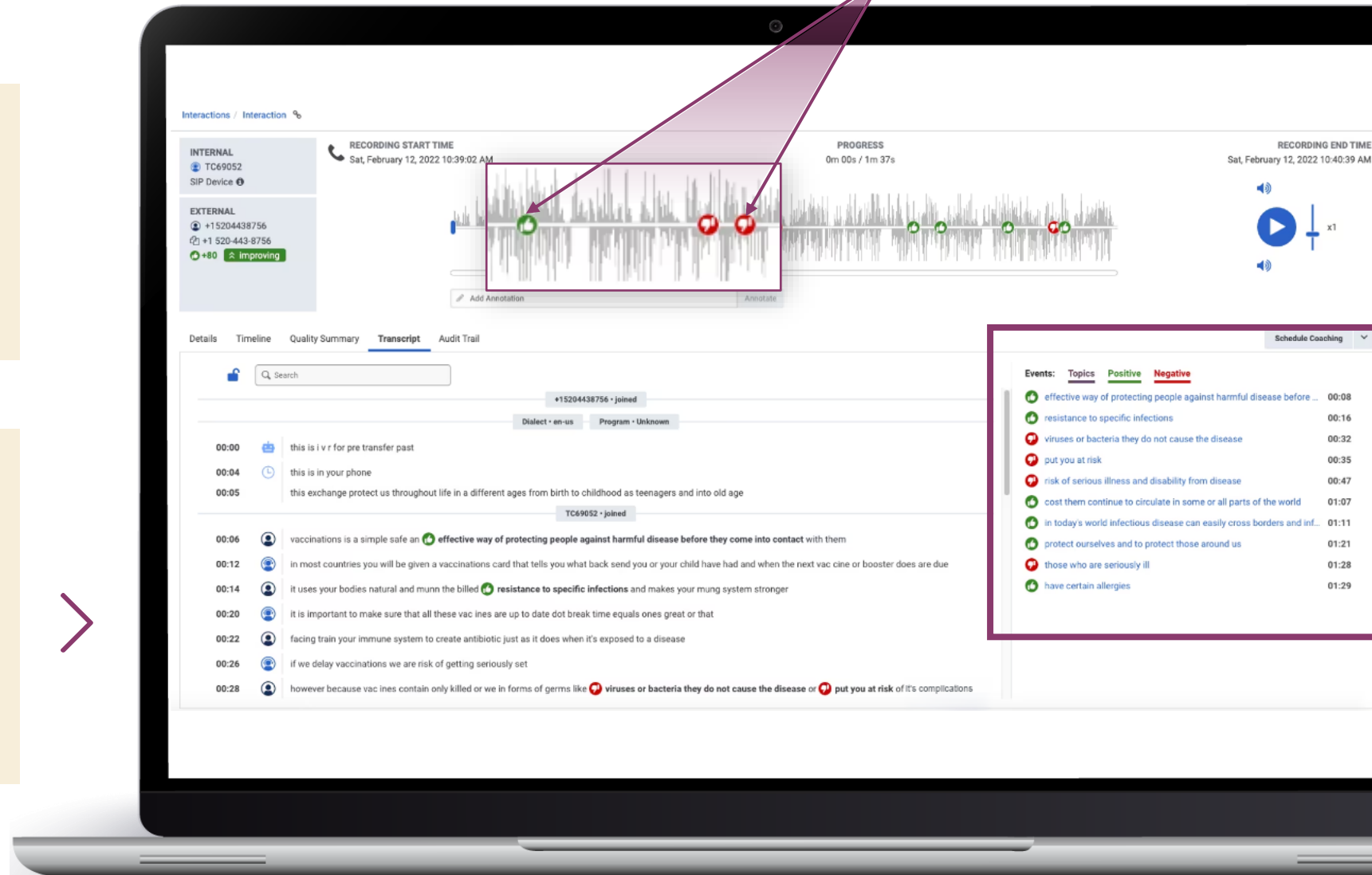


Post Contact Sentiment Analysis

- Coach agents
- Analyze trends
- Identify improvement opportunities
- Uncover process gaps



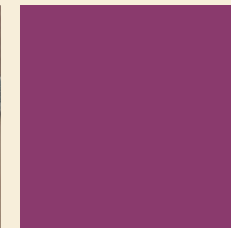
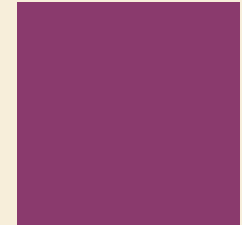
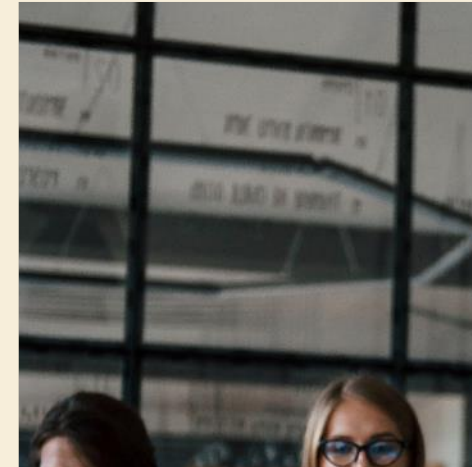
Sample: Post Call Sentiment Summary



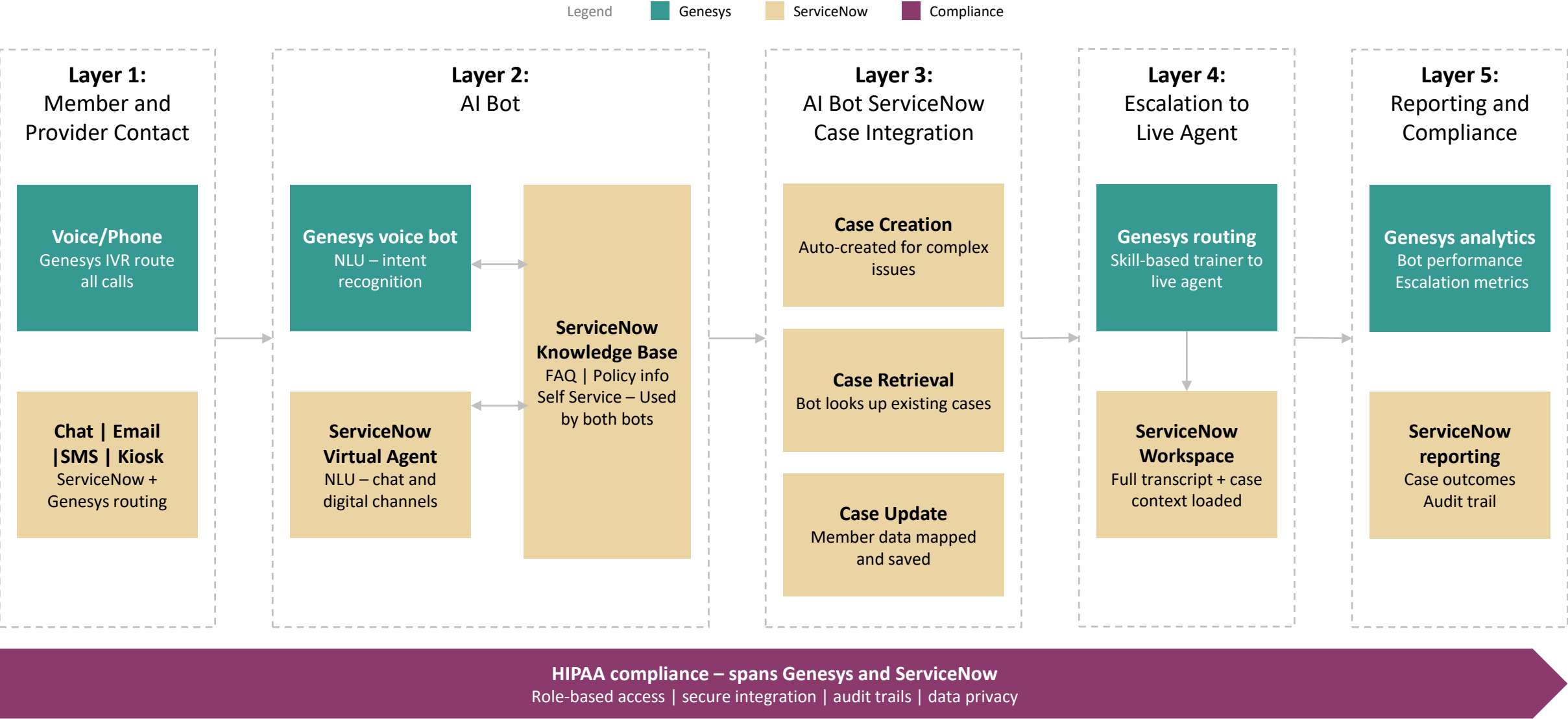
Q3

Provide a high-level explanation of how the backend process orchestrates and routes requests across channels to support these scenarios. Please provide examples including how ServiceNow, Genesys, and Azure work together for each transaction or business

Presenters



AHCCCS AI Call Center - Solution Architecture



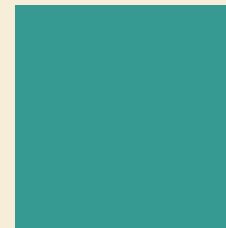
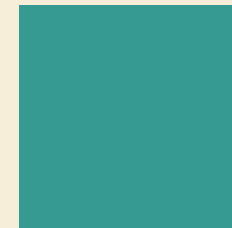
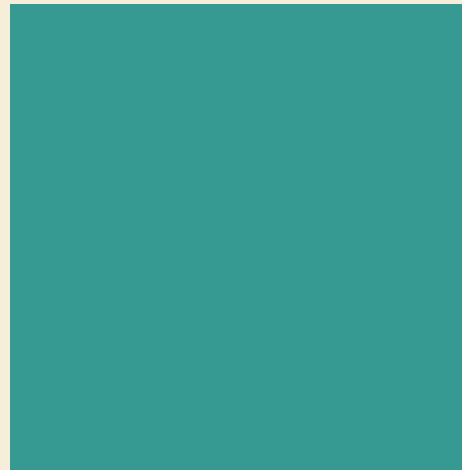
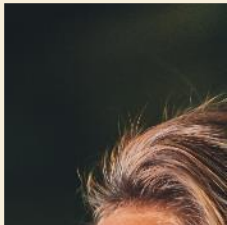
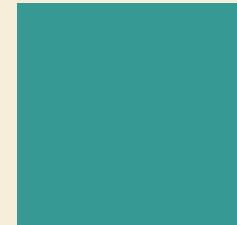
Q4

Please demonstrate how AI tailored interactions are based on customer data.

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Tailoring Customer Interactions with Data



AI Bot Interaction

- Contact Center Data
- Case Data
- External Data



Live Agent Interaction

- Customer Record Data
- Prior Context Data



Now Assist Interactions

- Conversation Data
- Knowledge Base Data
- Customer Data



Tailored to Specific Customer



Brings inquiry to Closure

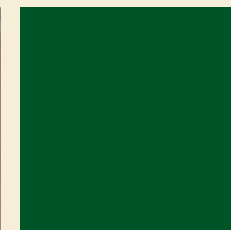
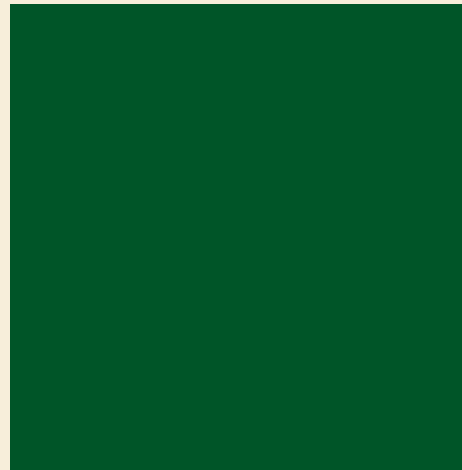
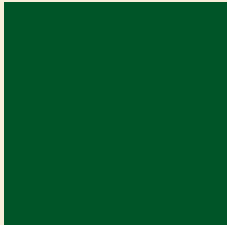
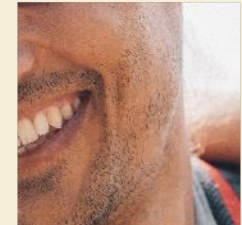
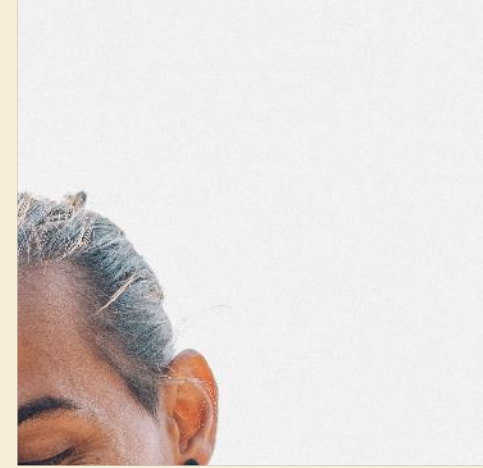
Q5

What measures are implemented to ensure data privacy and security during calls?

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Data Privacy by Platform

Security measures by platform during a call



Data & calls encrypted using AES 256 at rest and in transit with TLS

RBAC restricts agent access to case data by role

Azure AD governs identity across both platforms

PCI/HIPAA- compliant recording pause/resume

PII masking in transcripts SSN/DOB via Data Classification

MFA | Privileged access workflows | Periodic review

Secure DTMF for SSN/PIN- touchtone, never transcribed

High Security Plugin | ACLs DLP | session controls

SIEM receives OCSF telemetry from Genesys + ServiceNow

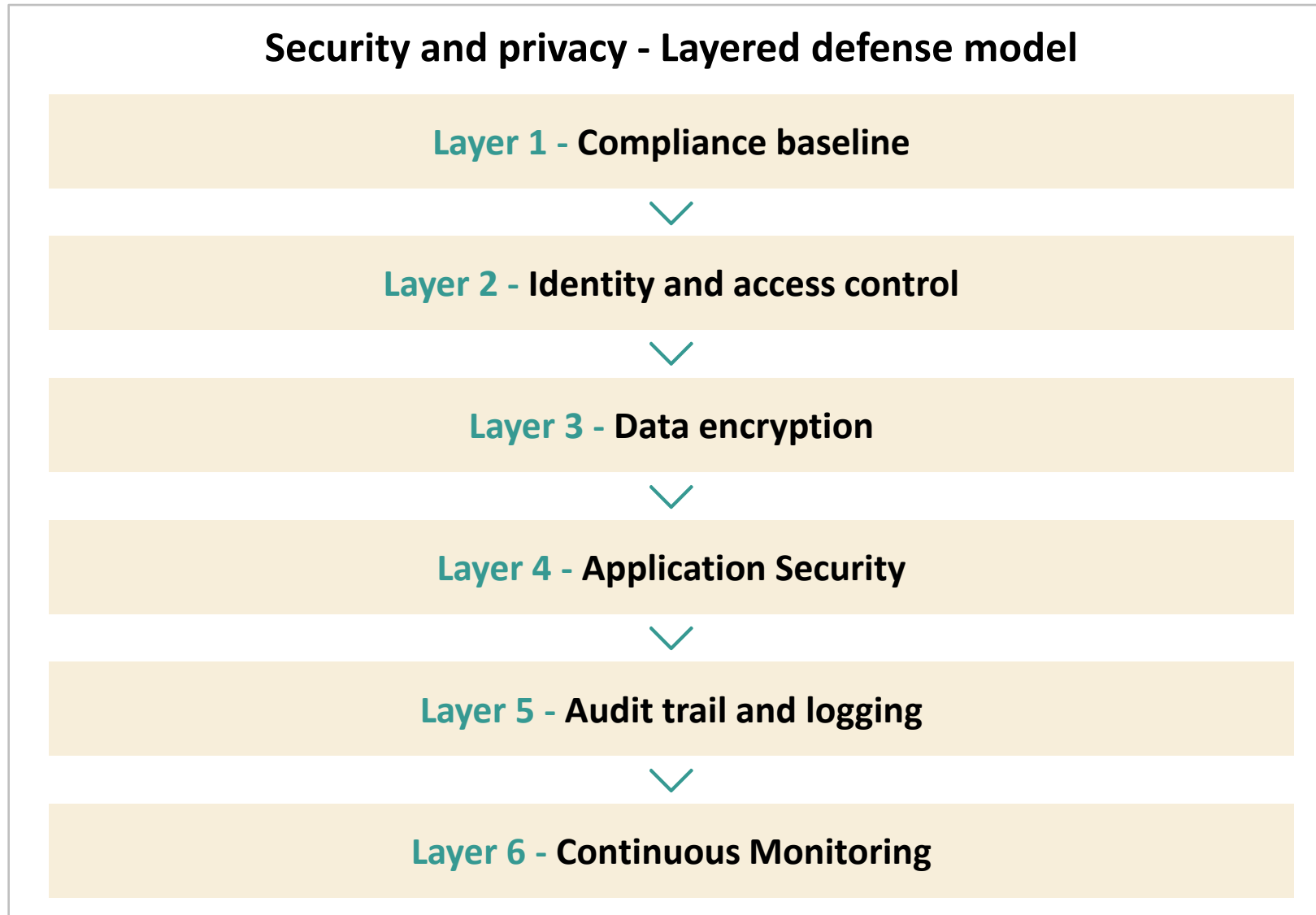
FedRAMP- certified cloud platform

Immutable audit log every access | 10-year retention

Azure Government cloud for sovereign data residency

NIST AI RMF governance framework | AI Governance checkpoints at design, development, deployment, and monitoring phases

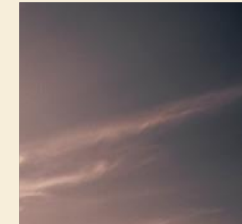
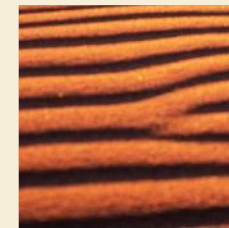
Data Privacy Layered Defense Model



Q6

Please describe how the solution identifies and processes different languages and accents. What languages are currently supported for speech recognition and conversational handling? How does the system behave when it encounters a language it does not support or cannot accurately recognize?

Presenters



Languages and Accents



Native Spanish Speaker Speaking Spanish

- From Southern Mexico enters



Interpreting Interaction

Speech Recognition

- Speech-to-text digests accents tied to language model → ES-US (Latin America) vs ES-ES (Spain)

Natural Language Understanding (NLU)

Unrecognized Languages and Accents



Spanish-Influenced English Accent

- Arizona's large Hispanic / Latino population



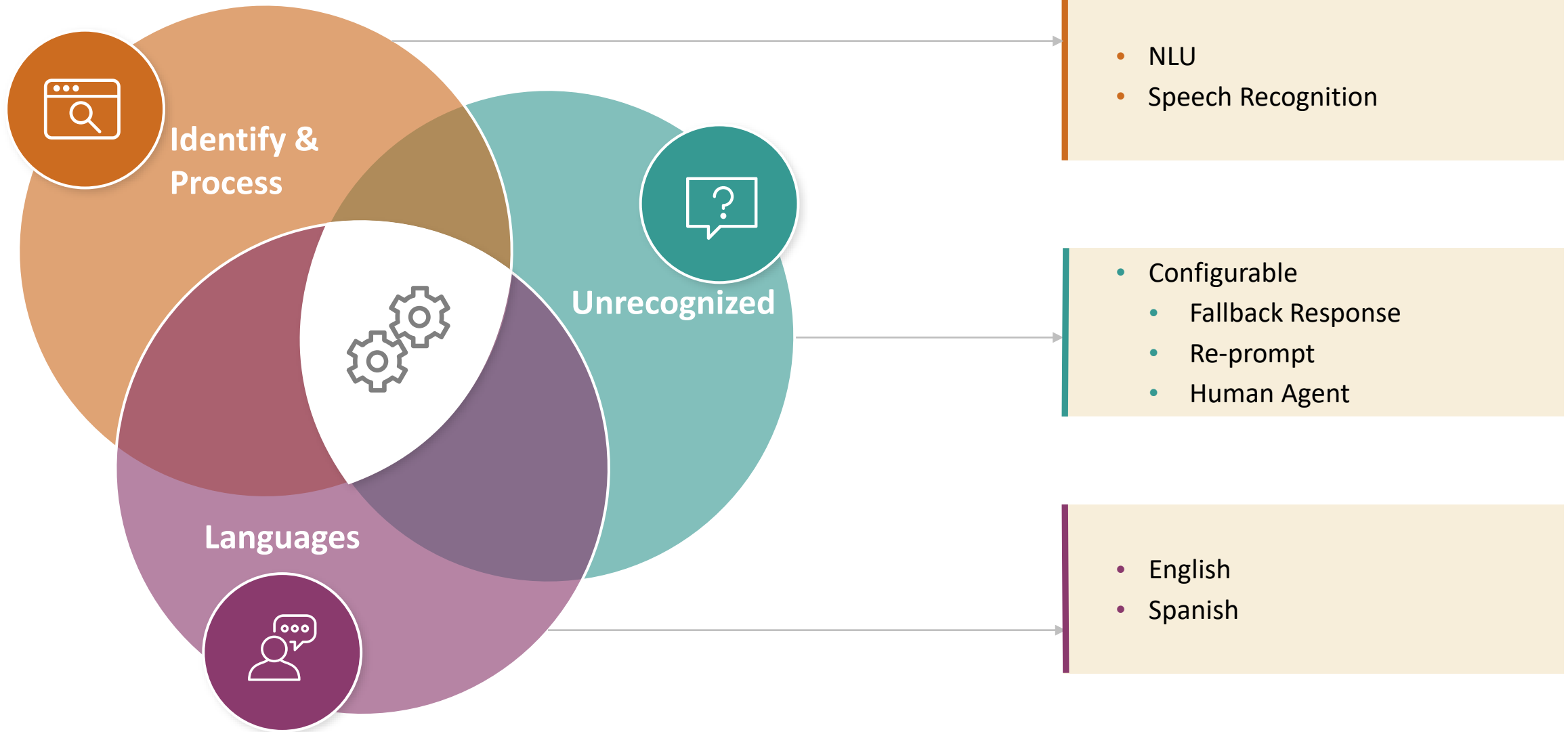
Interpreting Interaction

Fallback Response
(Retry/Re-prompt)



Human Agent
(tailored to agent skillset)

Languages and Accents

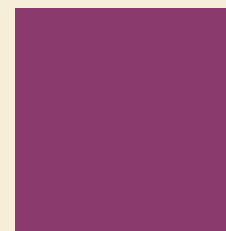
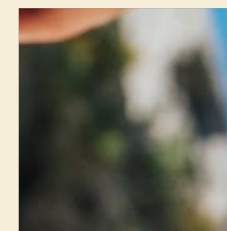
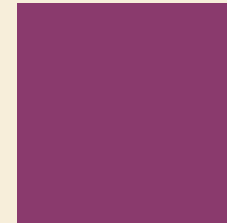


Q7

Please explain how the platform monitors, tracks, and reports on call outcomes and performance.

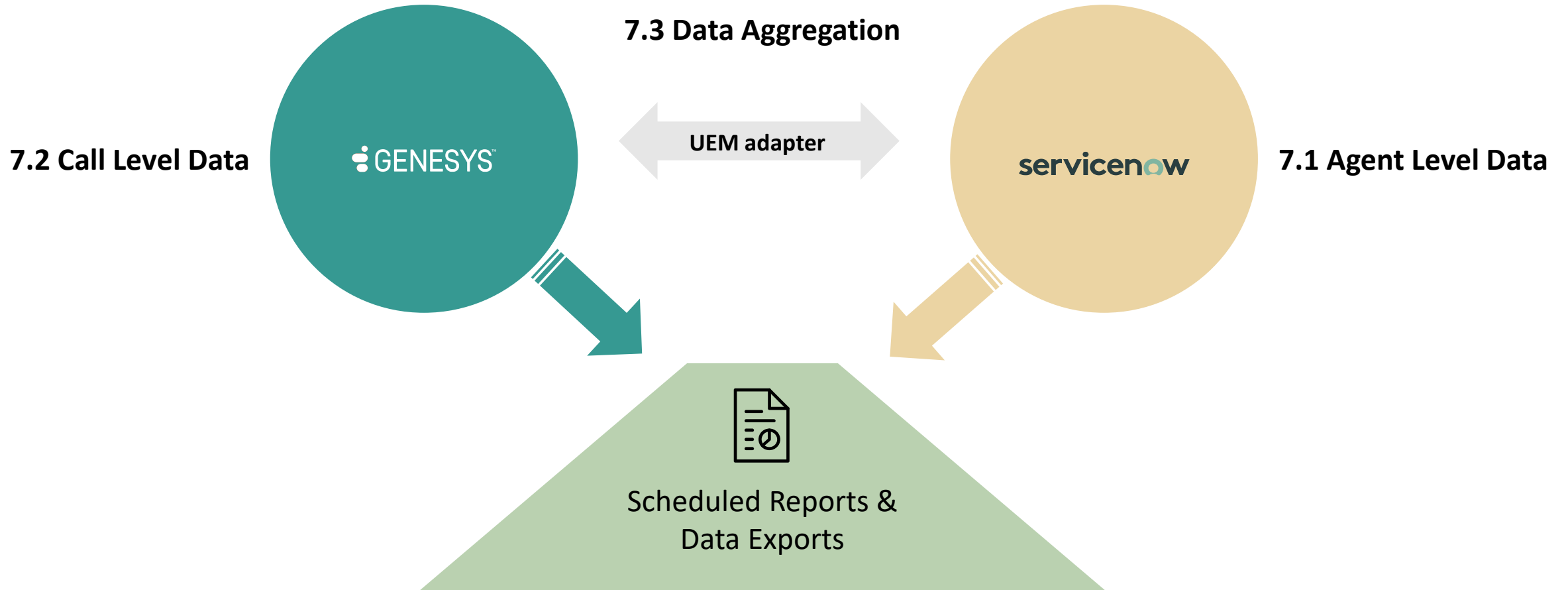
- How agent level data is captured (for example: call handling, dispositions, wrap up actions, and productivity metrics)?
- How queue level and call center performance metrics are collected (for example: wait times, abandonment rates, service levels, and routing outcomes)?
- How this data is aggregated, normalized, and reported, including dashboards, reports, or exports used by supervisors and leadership?

Presenters

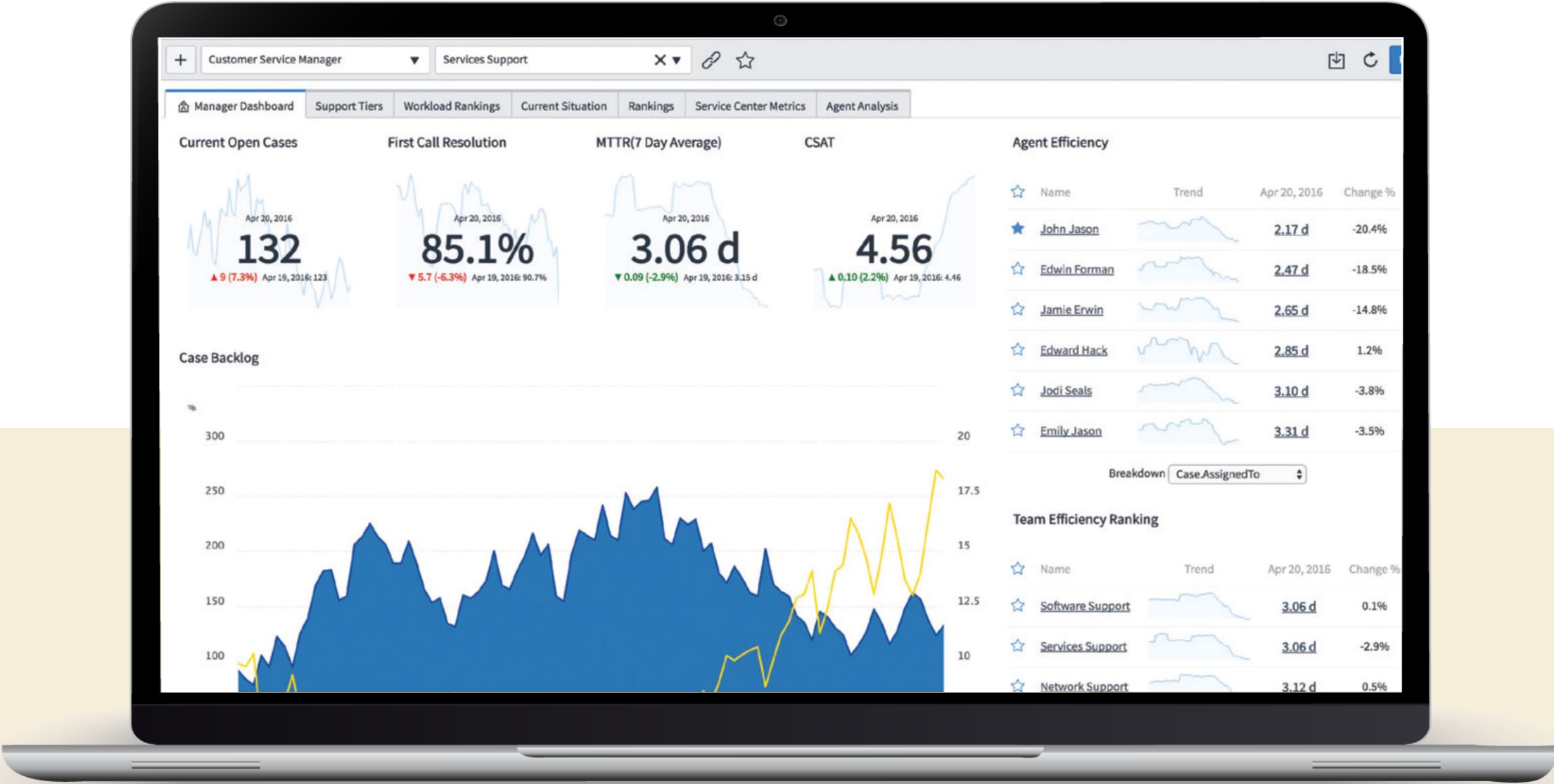


Reporting & Analytics

How the platforms monitor, track, and report on contact outcomes and performance



Agent Level Data



Performance Data for Supervisors & Leadership

Metric



Queue wait time

Abandonment rate

Service level%

Routing outcomes

Agent occupancy

Average handle time

Real-time supervisor views

Genesys Analytics(historical)

%answered within threshold

Self-served/transferred/abandoned

Per-agent, per-queue utilization

Talk + hold + after call work combined

Correlated to case volume

Program-level demand trend

SLA tracked in SN dashboards

Bot containment vs escalation

Workforce mgmt. via Genesys WFM

SN time-to-resolve overlay

Queue Level and Contact Center Performance Data

Analyze and Explore Data with Flexible, Interactive Reports

Interactive reports reveal agent, queue, and trend insights with filters, opportunities to drill-down into the data, and custom calculations for goal-aligned analysis

Visualize agent activities over time to uncover performance gaps and boost productivity.

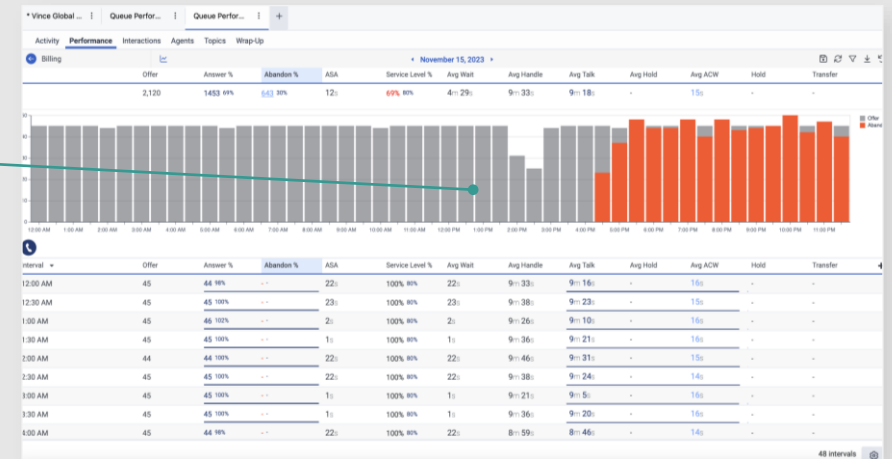
Create and apply custom metrics and formulas to align reporting with business KPIs and improve decision quality.

Drill down into performance data to uncover trends, identify root causes, and take informed action.

Explore real-time and historical trends to uncover performance patterns and workforce inefficiencies

Reports can be filtered by user, timeframe, queue, or performance metric, providing tailored, actionable insight for every user

Drill down within reports to investigate outliers and take corrective action at the source



Queue Performance											
Agent Status											
Vince Global Comm											
+											
Activity Performance Topics											
Q											
December 13, 2022											
Offer Answer % Abandon % ASA Service Le... Avg Wait Avg Handle Avg Talk Avg Hold Avg ACW Hold Transfer											
2,372 2362 100% 10 0% 17s 94% 17s 9m 23s 9m 8s - 15s - -											
Queue: Advisors Queue: Billing Queue: Help Desk View as group Clear All											
Name Offer Answer % Abandon % ASA Service Le... Avg Wait Avg Handle Avg Talk Avg Hold Avg ACW Hold Transfer											
Advisors 118 118 100% 1 0% 24s 91% 70% 24s 9m 29s 9m 15s - 15s - -											
Billing 871 870 100% 1 0% 21s 97% 80% 21s 8m 50s 8m 36s - 15s - -											
Help Desk 1,383 1374 99% 9 1% 14s 93% 85% 14s 9m 43s 9m 28s - 15s - -											

How data is aggregated, normalized, and reported

Unified Experience From Genesys And ServiceNow

Route ServiceNow work using Genesys Cloud



Streamline work delivery

With a single, AI routing engine, customer service teams receive precisely the work types and amount they can handle.



Expand staff resourcing

Workers do not need to be dedicated to certain functions or work types because of disparate routing engines.



Improve utilization

Continuously optimize utilization rates when interactions and cases are routed through the same engine, lowering costs.

Single presence status across all work types

AI routed cases, chats, and voice calls delivered to the ServiceNow CSM agent workspace

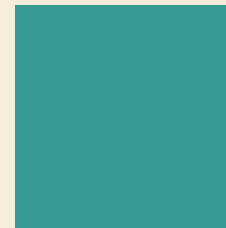
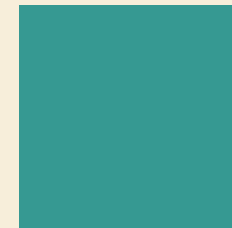
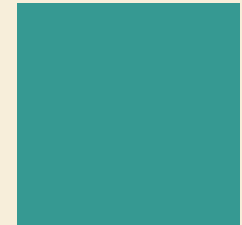
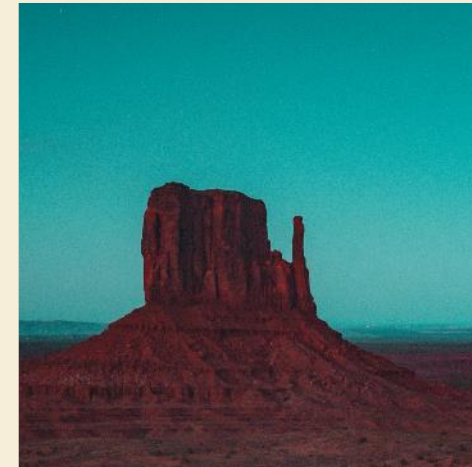
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Describe your approach to schedule management and ensure that the project adheres to established timelines.

Presenters

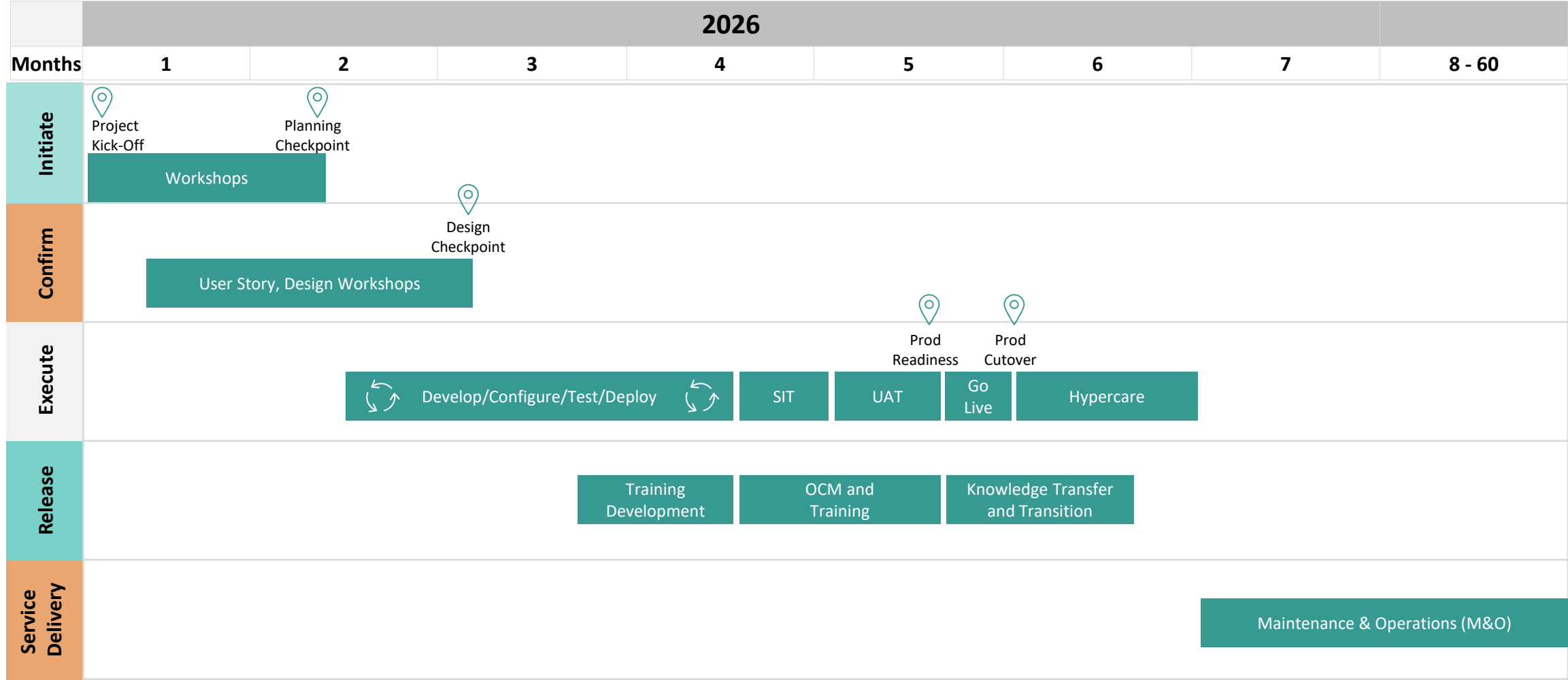
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Proposed Schedule: from vision to value

Delivering an AI call center transformation using a field-tested delivery framework.



Schedule Management

Setup

1. Build a realistic, detailed schedule



2. Establish a Critical Path



3. Baseline the Schedule



4. Implement Strong Governance & Cadence



Ongoing

5. Track Progress with Data



6. Manage Dependencies Actively



7. Control Scope



8. Identify and Mitigate Risks Early



9. Optimize Resource Allocation



10. Communicate Transparently



11. Adjust Proactively



Wrap-up



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The inspiration for Olivia – the agent persona in our live demo



Olivia is one of our live chat agents engaging with your providers today

AHCCCS HERO Award



*“Let’s be honest — pleasing providers is not always easy. In fact, some might say it’s an Olympic-level endurance sport with no water breaks. And yet, against all odds, **Olivia DeHaro** keeps showing up, opening chat, and choosing excellence... repeatedly.*

***Olivia** was mentioned by name more than 13 times in the Provider Chat Feedback Survey for going above and beyond during live chat sessions — which means providers didn’t just leave satisfied... they took the extra step to remember who saved them. That alone deserves a cape, a trophy, and maybe a snack.”*

Our vision for the future: *enabling excellence and driving outcomes*

We bring the vision and technology solution that will allow your agents to focus on solving the **most complex interactions**, while the technology takes on the more basic tasks and helps to alleviate growing queues and time pressures



We see a future where we amplify the same success and feedback Olivia has received, and **help AHCCCS deliver these contact center outcomes at scale** and continue your focus on member and provider engagement



Follow up questions and answers

