



State of Arizona

AI Call Center Demo

April 2026

ARIZONA
HEALTH CARE COST
CONTAINMENT SYSTEM

Presentation & Demonstration Areas

Live Demonstration

- ☐ (1) Show how the solution supports specific business scenarios across required omnichannel touchpoints
- ☐ (2) Provide an example of how the AI bot detects and responds to different customer emotions and sentiments
- ☐ (4) Demonstrate how AI tailored interactions are based on customer data

Backend Orchestration & Solution Architecture

- ☐ (3) Provide a high-level explanation of how the backend process orchestrates and routes requests across channels

Privacy & Security, Languages

- ☐ (5) Measures that are implemented to ensure data privacy and security during calls
- ☐ (6) Describe how the solution identifies and processes different languages and accents, what languages are supported, and unsupported language behavior

Performance Metrics

- ☐ (7) Explain how the platform monitors, tracks, and reports on call outcomes and performance

Schedule Management

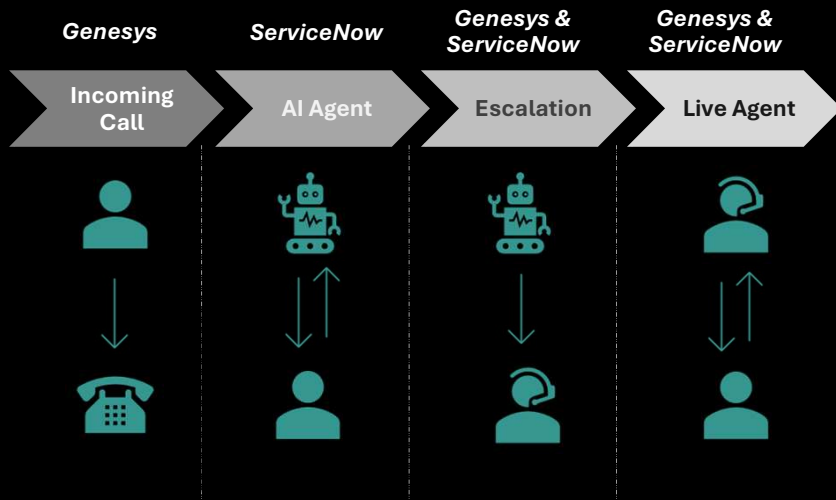
- ☐ (8) Describe your approach to schedule management so that the project adheres to established timelines

Live Demonstration



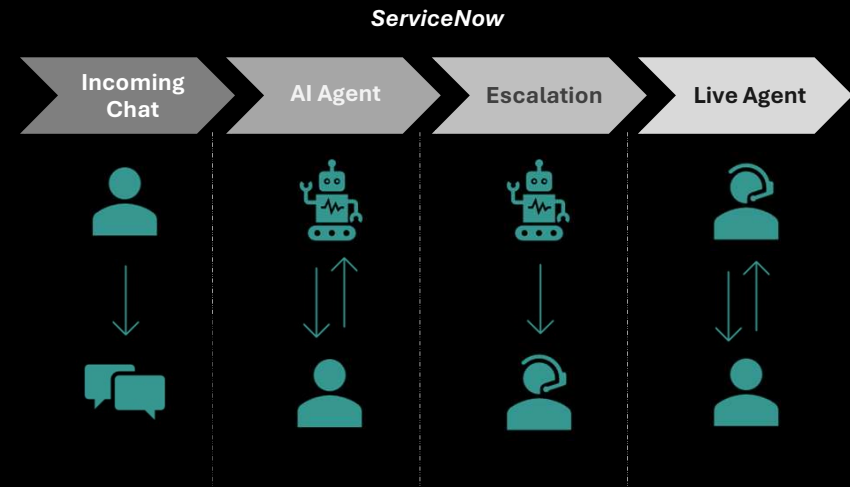
Telephony Channel Scenario

Genesys + ServiceNow Integration for Voice AI Agent
& Live Agent Transfer with Assistive AI Support



Chat Channel Scenario

ServiceNow Chat AI Agent & Live Agent
Transfer with Now Assist Summarization



Telephony Use Cases Demonstration

Use Case #1: Telephony / Phone (Voice AI Agent to Live Agent)

Scenario: Caller applied for Medicaid as a pregnant woman four days ago. She needs to get her medicine and have a doctor complete a checkup.



Name: Kate Wiggs

Program: Medicaid

Application Status: Pending

Medical Status: Pregnant



Intent:

Medicaid
Application
status Inquiry



Genesys/SN AI:

User Authentication
Language
Preferences



Escalation:

Negative Sentiment



Live Agent:

Assigned Based on
Intent/Program

Chat Use Cases Demonstration

Use Case #2: Chatbot (Chat AI Agent to Live Agent)

Scenario: Kate applied for Medicaid four days ago. She needs to get her medicine and have a doctor complete a checkup.

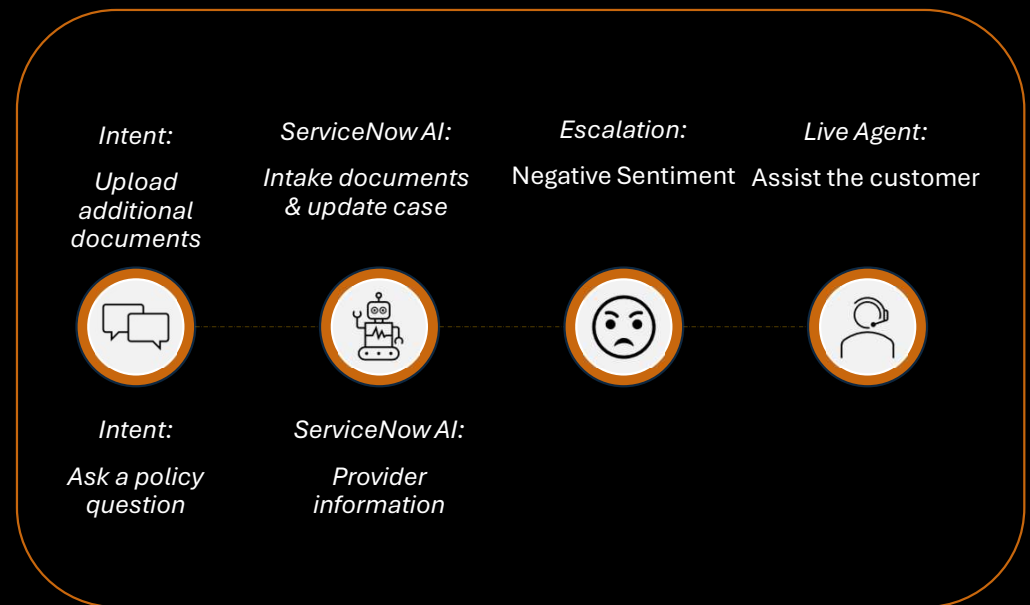


Name: Kate Wiggs
Program: Medicaid
Application Status: Pending
Medical Status: Pregnant

Scenario: Carlos begins chat in Spanish. He wants to apply for SNAP but needs to know what household members to include.



Name: Carlos Garcia
Program: SNAP
Application Status: Not submitted
Preferred Language: Spanish



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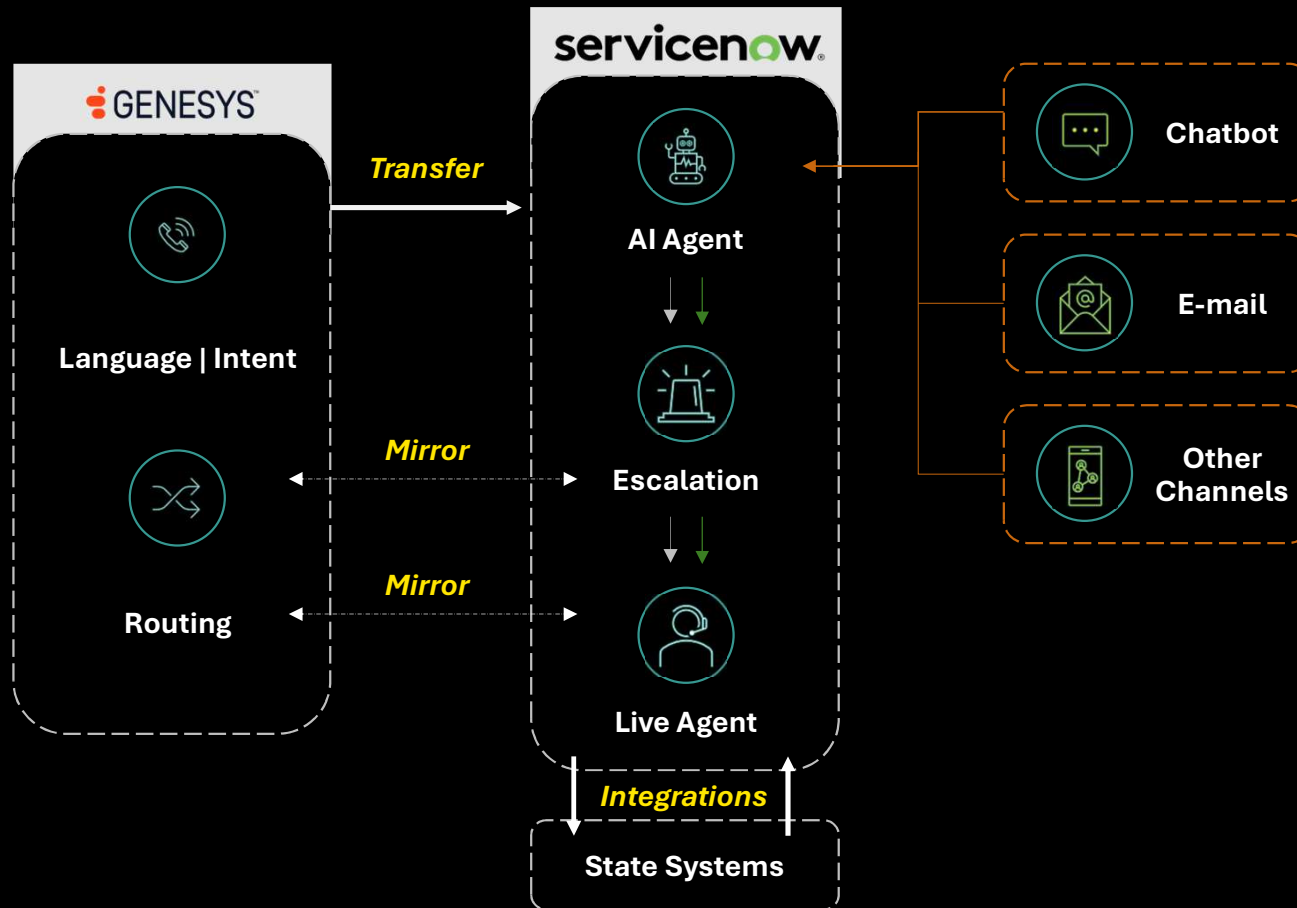
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Q3. Provide a high-level explanation of how the backend process orchestrates and routes requests across channels to support these scenarios. Provide examples including how ServiceNow, Genesys, and Azure work together.



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Privacy & Security

Q5. What measures are implemented to ensure data privacy and security during calls?

Caller Authentication

- Phone number identification
- Soft PIN (4-digit enrolled)
- TOTP (Authenticator App)
- SMS OTP (via Twilio)
- Push Notification (Okta Verify)
- Multi-factor support

Data Privacy

- PII masking before LLM calls
- Regex-based detection (email, phone, SSN, etc.)
- Placeholder sent to LLM, original text restored for user
- TLS 1.2 encryption in transit

Content Guardrails

- Now Assist Guardian built-in
- 16 categories (toxicity, bias, bad financial practices, etc.)
- Prompt injection protection
- Jailbreak detection
- Log-only or block-and-log modes

Access & Evaluation

- Role-based ACLs per agent
- Least-privilege execution
- Agent Evals (golden truth data)
- Run 1,000 simulations before production
- Analytics dashboard for monitoring



Shared security model



Languages

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?

Language & Accent Identification and Processing

Channel: Phone

- Genesys identifies the preferred language
- ServiceNow AI Agent continues with established language

Channel: Chat, Email, etc.

- ServiceNow will use the preferred language or detect if the user is attempting to communicate in a specific language and confirm if they want to continue the interaction in this language

Accents

- Speech recognition models are trained on diverse regions accents and dialects for each supported language

Supported Languages

ServiceNow NowAssist supports multilingual chat conversations across over 25 languages, with full support for major global languages and safe fallback behavior when a language is not supported or confidently recognized.

ServiceNow Voice AI Agent currently supports English, German, Spanish, and French with additional languages coming soon.

Genesys supports: Arabic, English, Dutch, French, German, Hindi, Italian, Japanese, Korean, Portuguese, Spanish

Unsupported Language Behavior

Unsupported or low-confidence language recognition: Behavior can be configured based on AHCCCS requirements - it can escalate to the live agent right away or offer available languages.

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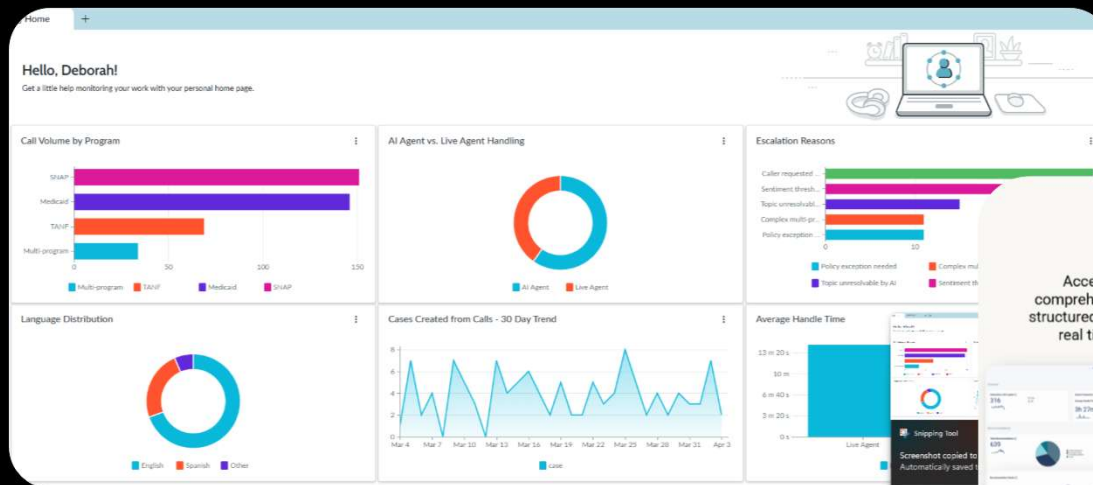
Performance Metrics

Q7. Please explain how the platform monitors, tracks, and reports on call outcomes and performance.

7.1 How agent-level data is captured (i.e. call handling, dispositions, wrap-up actions, productivity metrics)?

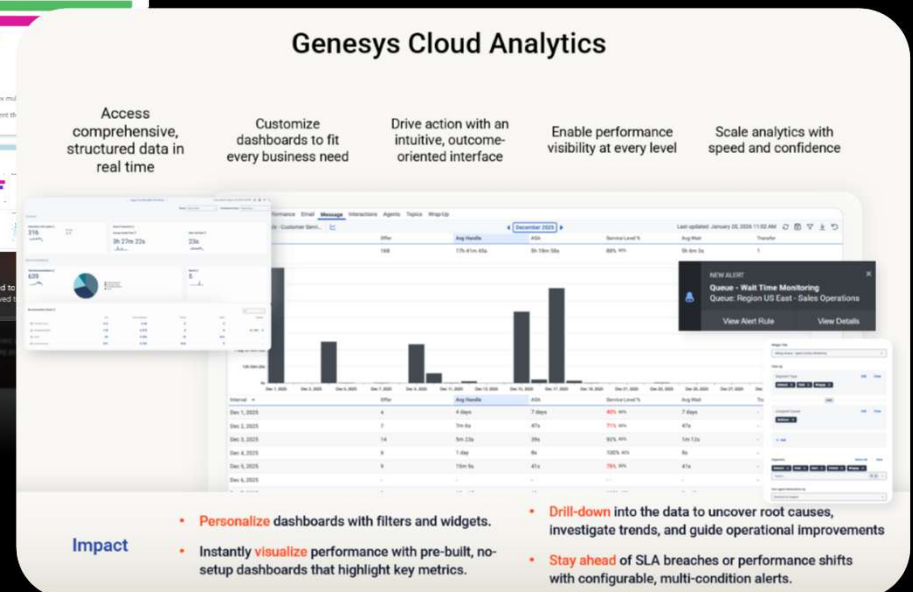
7.2 How queue-level and call center performance metrics are collected (i.e wait times, abandonment rates, service levels, routing outcomes)?

7.3 How this data is aggregated, normalized, and reported, including dashboards, reports, or exports used by supervisors and leadership?



Monitoring & Reporting:

Robust performance tracking through an enhanced analytics dashboard with actionable insights including deflection rates, CSAT scores, and full call transcripts.



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Approach to Schedule Management

How We Protect Timelines in a Complex AHCCCS Environment

<i>Plan realistically</i>	Comprehensive Project Planning We know the key stakeholders across AHCCCS and are ready to align goals to strategy		1. Early kickoff aligned to agency priorities 2. Prioritized use cases enabling phased delivery 3. Proactive cross-agency, vendor, and policy dependency planning
<i>Decide quickly & visibly</i>	Engaged Governance We know the AHCCCS team and how to successfully navigate their dynamic environment		1. Clear roles, decision rights, and accountability 2. Governance aligned to existing WSC and ESC forums 3. Time-bound decisions with early risk and issue visibility
<i>Adapt collaboratively</i>	Collaborative & Adaptive Scheduling Our strong relationship with the PfMO supports swift schedule adjustments when needed		1. Jointly owned schedules with business and IT stakeholders 2. Milestone-based readiness and exit criteria 3. Flexible sequencing to accommodate competing priorities
<i>Deliver iteratively with control</i>	Iterative Delivery with Guardrails We recognize AHCCCS's evolving understanding of ServiceNow can require a second look		1. Incremental delivery of prioritized, high-value functionality 2. Regular showbacks to capture early business feedback 3. Early focus on high-risk components and adoption readiness 4. Data and Metrics via Dashboards & Reports
<i>Manage change without losing the schedule</i>	Change Control Discipline We have collaborated with AHCCCS to establish strong change practices		1. Formal change control for scope, schedule, and resources 2. Impact assessment before approval—including dependencies 3. Clear documentation and communication of approved changes

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Q&A