
AHCCCS AI-First Call Center Oral Presentation

April 13, 2026

ARIZONA
HEALTH CARE COST
CONTAINMENT SYSTEM

+

IBM®



IBM Approach

Built on IBM's Strengths:

- ✓ Deep healthcare and Medicaid modernization expertise
- ✓ Proven contact center transformation to reduce cost and improve experience
- ✓ Award winning partnership with ServiceNow and Genesys
- ✓ Proven Delivery excellence on all AHCCCS-IBM projects

Challenge: Extremely High Call Volume, Heavy Admin burden on staff, Long wait times and manual case handling

Solution: IBM built Virtual Assistants, 24/7 self service, multilingual conversational AI

Results: 60%+ of inquiries handled thru AI self-service, reduction of ~3M calls/year, improved program efficiency and member experience

Challenge: Many contact center instance, low FCR, fragmented agent tools and processes

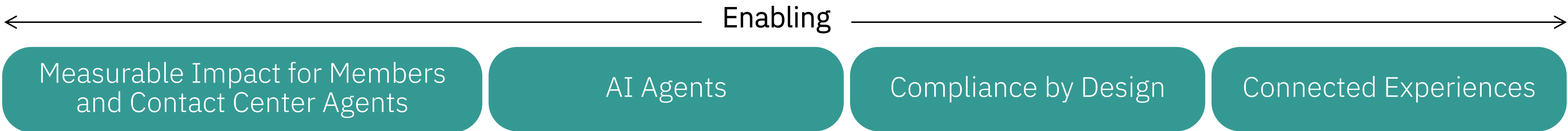
Solution: IBM built integrations and implementation of Genesys Cloud CX + ServiceNow, a single global IVR providing one entry point for voice, integrated agent desktop for cases, workflows, KB and more

Results: simplified operations, improved agent experience, reduction in training time, increased speed to proficiency, scalability and reduced handle time

Challenge: Large, 13-line of business contact center with high operational overhead, incidents and manual work

Solution: IBM configured a 3000-seat Genesys contact center with ServiceNow Unified Experience including a virtual assistant for caller ID and authentication, and integrations for WFM and KB

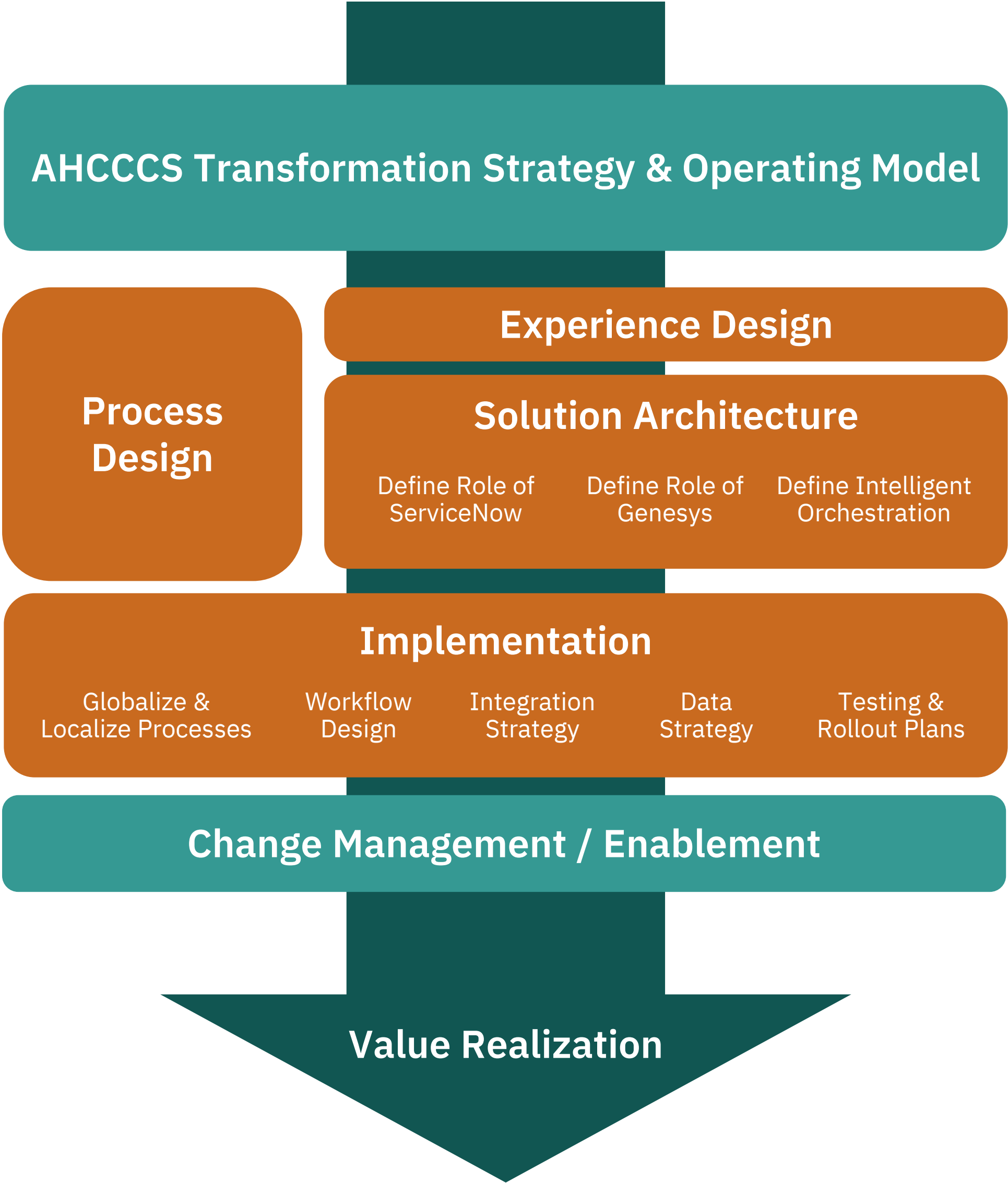
Results: 73% reduction in service tickets based on new self-service functionality, improved forecasting and staffing efficiency and wait times



IBM Solution Overview

Our solution delivers an AI-enabled, omnichannel contact center built on **ServiceNow Customer Service Management (CSM)** and **Genesys Cloud AI Studio**, with member experience at the center.

It modernizes engagement across voice, digital, self-service, and the member portal channels while *reducing complexity and improving operational efficiency.*



Value of the IBM Solution for AHCCCS



Efficient Member Experience...

- Frictionless experience across channels
- Smarter self-service and guided workflows
- Seamless handoffs for accelerated resolution



Supercharged Agent Impact ...

- Enhanced context in every interaction
- Real-time guidance that improves resolution
- Automation of manual tasks – refocuses time to drive value



Intelligence and Resilient Operations ...

- Connected analytics across interactions and cases
- Proactive workforce and SLA management
- Continuous-improvement insights prioritize enhancements



Andrea (Medicaid applicant)

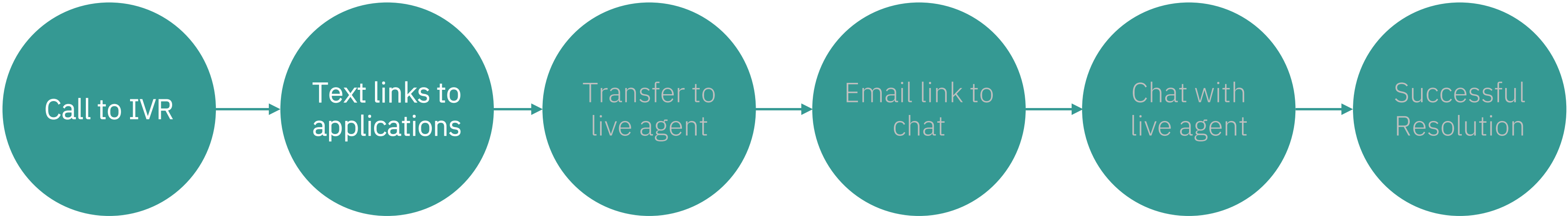
First time benefit applicant experiencing life changes. Needs guidance on what is available to her and how to navigate the application process.



Mark (agent)

Needs connected view of member's data to provide personalized experiences and improve his metrics through swift issue resolution.

Omnichannel Demo Steps





Demo Recap: Member & Agent Experience



- ✓ Support multiple business scenarios
 - ✓ Medical
 - ✓ SNAP
 - ✓ TANF
- ✓ Support omnichannel touchpoints
 - ✓ AI Agent
 - ✓ SMS
- ✓ Detect and respond to different member emotions and sentiments
- ✓ Tailor interactions based on member data
- ✓ Multi-language support and handling

All underpinned by data privacy and security

Agentic Virtual Agents

AHCCCS AVA

Published

AgentToolsKnowledgeConfigurationGuardrails

Role

Describe who this agent is. Include personality, what the agent can do, and what is outside its scope.

You are Virtual Assistant

You always greet the customer Welcome to Access, explain who you are, and say that you can help with Nutrition Assistance, Cash Assistance, Health Care and provide general information on how to apply for these programs and some eligibility requirements. If you prefer Spanish, you can start speaking in Spanish. How can I help you today?

Just mention you are Virtual Assistant, without AHCCCS

If customer mentioned they had an application already, you will ask them for the application number

After you checked customer's application status, and ask What else can I help you with today?

...

Guidelines

Instructions and positive examples for how this agent performs their job.

When collecting customer_phone_number, the user may enter digits only (e.g., 16471234567). Normalize it to E.164 by ensuring it starts with + (store/use as +16471234567). Always send text using the normalized + format.

when save customer's phone number to context customer_phone_number , do not include "-", store phone numbers like +16471234567

If the customer expresses distress about needing care urgently after a pending status is returned, acknowledge the stress and offer transfer to a live agent.

If a customer says they are pregnant, overwhelmed, or unsure where to start, first acknowledge the situation briefly and empathetically.

In that situation, do not immediately respond with a generic Medicaid eligibility answer unless the customer is specifically asking about Health Care eligibility. When the custom...

Always begin the first response with exactly this information in one natural greeting: "Welcome to Access. I'm the AHCCCS Virtual Assistant. I can help with Nutrition Assistance, Cash Assistance, Health Care, and general information on how to apply for these programs and some eligibility requirements. If you prefer Spanish, you can start speaking in

Preview

Preview agent

Test the agent to see how it performs

LanguageEnglish (United States)

ChannelDigital

Start

IBM Consulting / AHCCCS Confidential

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Andrea (Medicaid applicant)

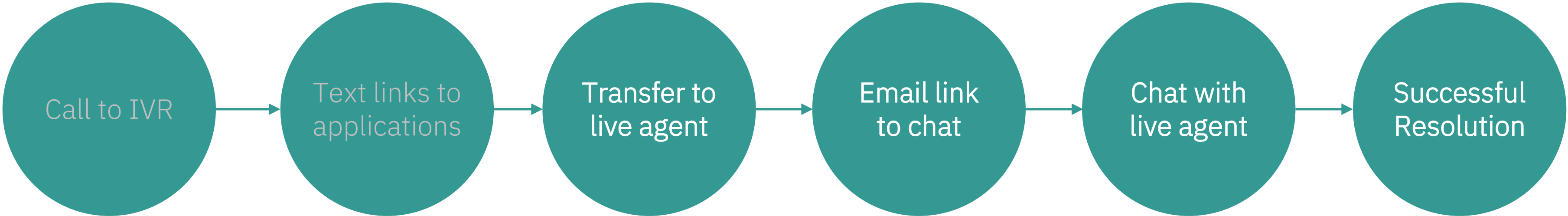
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Omnichannel Demo Steps



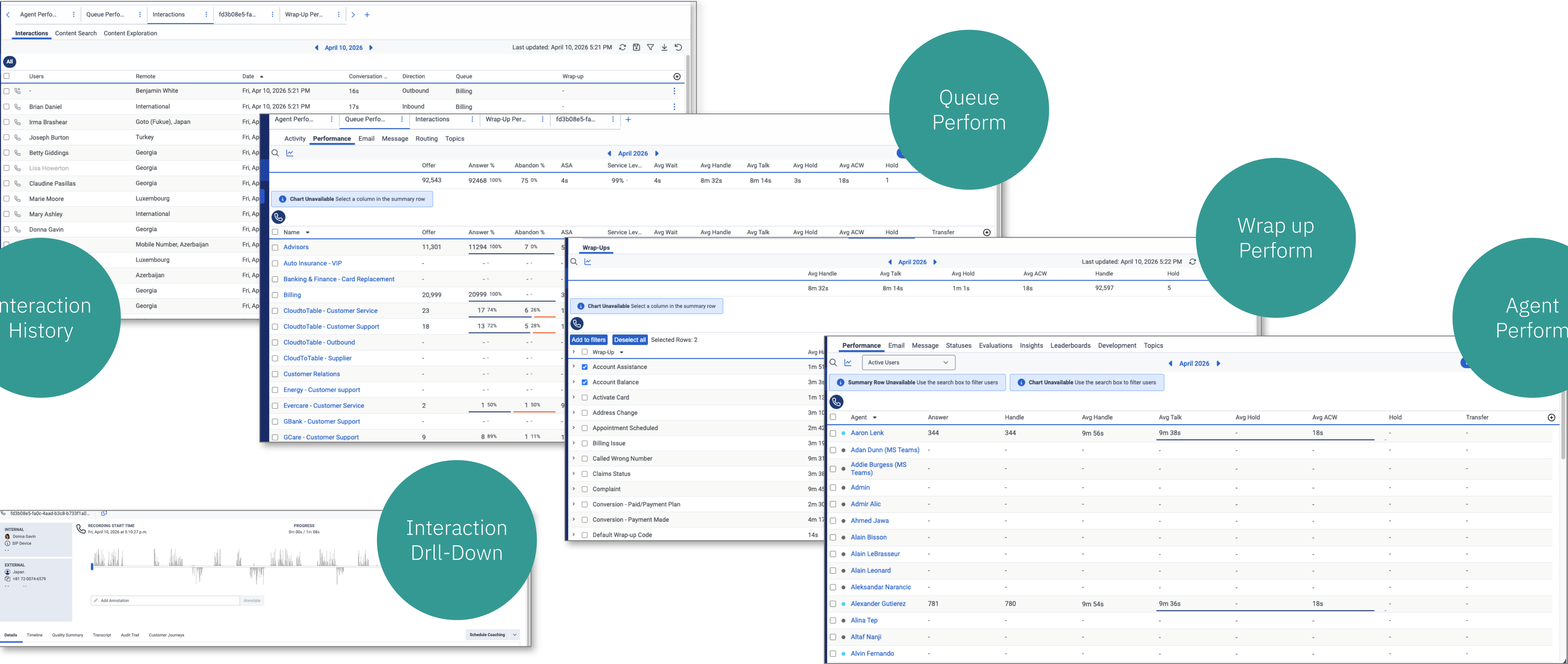
Demo Recap: Member & Agent Experience

- ✓ **Support multiple business scenarios**
 - ✓ Medical
 - ✓ SNAP
 - ✓ TANF
- ✓ **Support omnichannel touchpoints**
 - ✓ Phone
 - ✓ AI Agent
 - ✓ Chat
 - ✓ Email
 - ✓ SMS
- ✓ **Detect and respond to different member emotions and sentiments**
- ✓ **Escalate to a human agent**
- ✓ **Orchestrate and route request across channels**
- ✓ **Tailor interactions based on member data**
- ✓ **Multi-language support and handling**

All underpinned by data privacy and security

Security	
Platform Security	FedRAMP
Secure Implementation	Secure Integrations ServiceNow, Azure, Genesys
Identity security	For Citizens (MFA) and Employees (SSO)
AI Security	Large Action Model - Controlled access to Citizen Data

We will Supplement Genesys Reports you use today ...



... With ServiceNow’s Case and Service-Level Intelligence



Mark (agent)

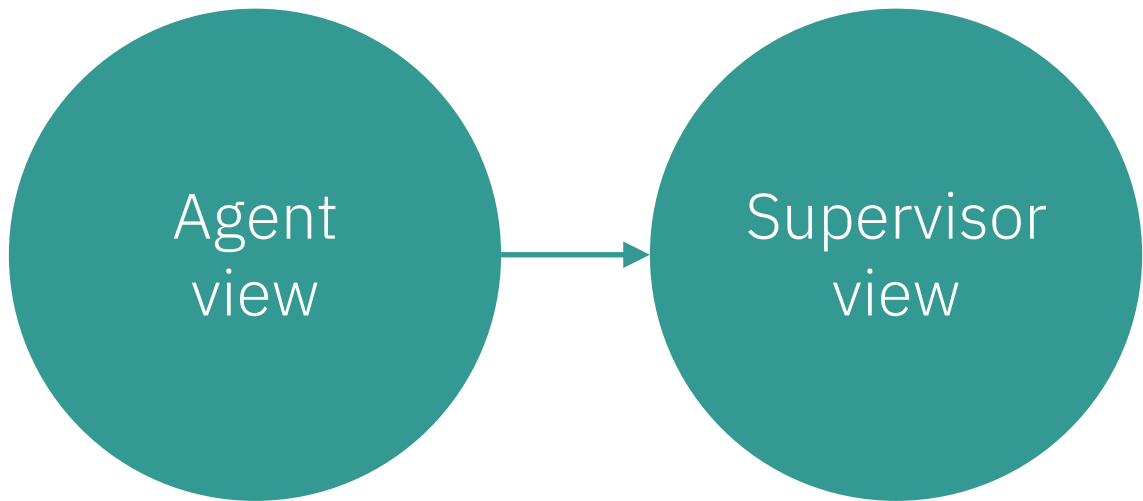
Needs connected view of member's data to provide personalized experiences and improve his metrics through swift issue resolution.



Fred (supervisor)

Needs real-time visibility to monitor quality and member satisfaction, plus actionable reporting to manage operations, escalations, and staffing.

Reporting Demo Steps



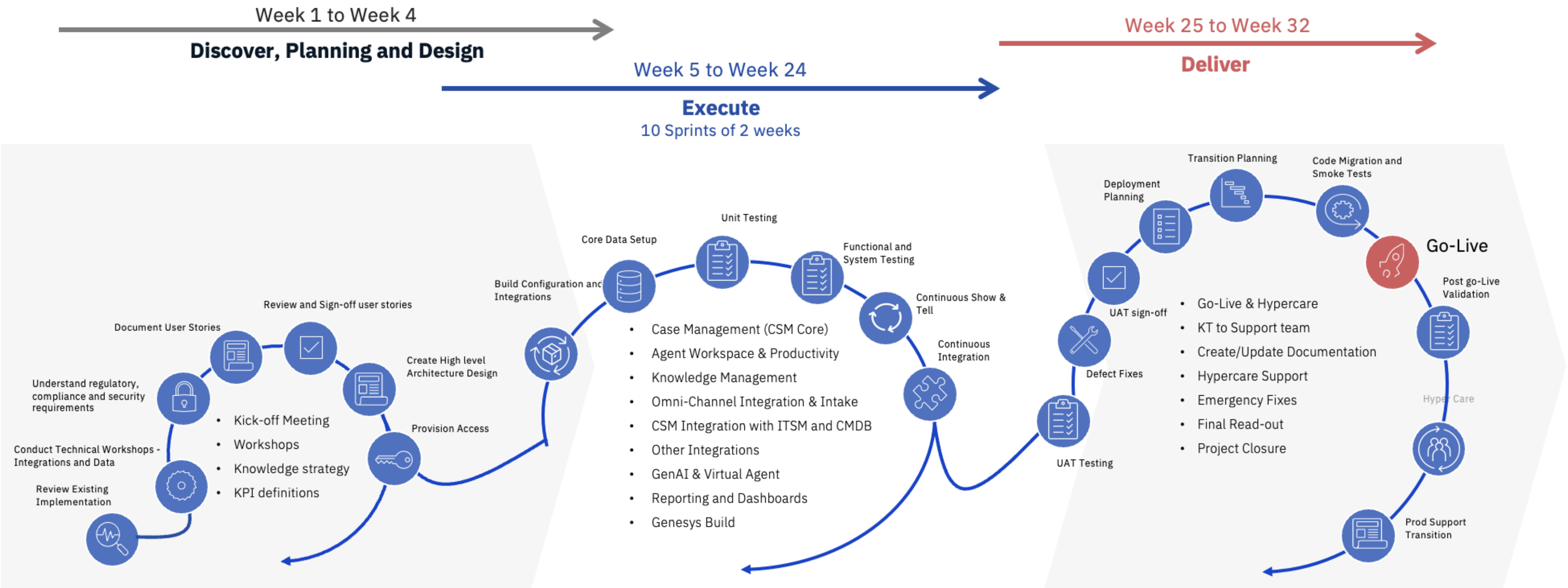


Demo Recap: Agent and Supervisor Experience

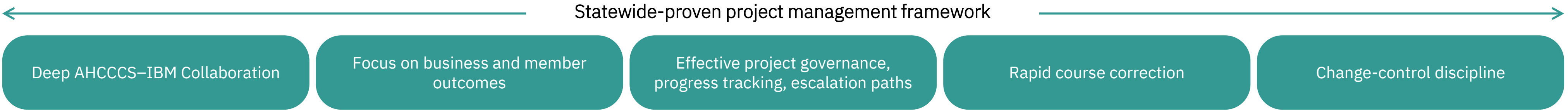
- ✓ View agent and supervisor-level data
- ✓ Review queue-level and call performance metrics
- ✓ Review normalized and aggregated data
- ✓ View dashboards and reports

ServiceNow adds –	
Supervisor	Supplements Genesys's Interaction / Queue / Agent reporting with ServiceNow's Results focused dashboards SLA Reporting FCR Information Agent-Level Ticket resolution data Detailed drill-down data on member issues
Agent	At a glance Status of the AHCCCS Service that is Relevant, Timely, Actionable

IBM Schedule Management



Continuous Build, Show & Tells, Integrations and IBM Testing
End to End Program / Project Management



Deep healthcare
and Medicaid
modernization
expertise

Proven contact
center transformation
to reduce cost and
improve
experience

Award winning
partnership with
ServiceNow
and Genesys

Proven Delivery
excellence on all
AHCCCS-IBM
projects

THANK YOU!

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