

Capstone SA Genie PRFAQ

PRESS RELEASE

AMAZON LAUNCHES SA GENIE: An AI assistant to empower solutions architects in customer meetings

Singapore, Seoul, Malaysia – 09/05/2025 – Introducing SA Genie

Associate Solution Architects has developed SA Genie, a lightweight AI-powered assistant designed to support Solution Architects (SAs) in providing real-time, accurate responses during customer meetings without disrupting the flow of conversation.

SA Genie is a new AI-powered assistant created by a diverse group of AWS Associate Solution Architects across Seoul, Singapore, and Malaysia. This tool was designed to solve a common problem many new SAs face during customer meetings: answering technical questions accurately and in real-time while maintaining the flow of the conversation.

During customer calls, SAs often need to respond quickly and precisely. When they can't, trust can be lost, and the quality of engagement suffers. SA Genie addresses this issue by using voice-to-text processing and retrieval-augmented generation (RAG) to extract the most recent customer question and display a suggested answer through an invisible overlay — without disrupting the screen being shared.

SA Genie uses voice-to-text processing and retrieval-augmented generation (RAG) to capture customer questions and instantly display suggested answers through an invisible overlay, without interrupting screen sharing. This lightweight tool works seamlessly with Zoom, Webex, and Chime, leveraging AWS services including Amazon Transcribe, Bedrock, Lambda, API Gateway, S3, and DynamoDB to deliver enterprise-grade security while maintaining architectural simplicity. Its architecture balances simplicity with effectiveness and ensures enterprise-grade security and compliance.

"SA Genie represents our commitment to empowering our Solution Architects with tools that enhance customer interactions while maintaining human connection. This innovation allows our teams to focus on what matters most — solving customer problems — while having reliable, real-time support at their fingertips."

With SA Genie, customers experience more fluid conversations with knowledgeable Solution Architects who can address technical questions confidently and accurately. The seamless integration of AI assistance means customers receive prompt, precise information without awkward pauses or delayed follow-ups, creating a more productive and satisfying engagement.

Early testing shows SA Genie helps reduce the number of follow-up meetings by nearly 50%, improves the response speed of SAs, and boosts their confidence during technical conversations. The development team continues to test enhancements like improved prompt tuning and optional speaker diarization via SageMaker-hosted models.

Enhance your customer interactions today with SA Genie. Whether you're a new Solution Architect looking to build confidence or an experienced professional aiming to streamline your engagements, SA Genie helps you stay present in conversations while AI handles the technical support. Contact the SA Genie team — developed by AWS Associate Solution Architects across Seoul, Singapore, and Malaysia — to learn how this tool can transform your customer meetings.

Whether you're a new SA or a seasoned pro, SA Genie is designed to help you stay present in the conversation — while AI takes care of the background magic.

FAQ

Q1: What is SA Genie?

SA Genie is an AI-powered assistant designed to help Solution Architects respond to technical customer questions in near real-time during meetings, using voice-to-text and generative AI technology.

Q2: How does it work?

When a global shortcut is triggered during a call, a browser extension (e.g. Tampermonkey) records the audio and sends it to an AWS backend. The audio is transcribed using Amazon Transcribe, processed via Lambda, and the customer question is identified and passed to Amazon Bedrock for a response. The result is saved in DynamoDB and displayed as an overlay via Electron.js.

Q3: Which AWS services does SA Genie use?

SA Genie integrates with Amazon Transcribe, Bedrock, Lambda, API Gateway, Amazon S3, DynamoDB, IAM, and optionally SageMaker.

Q4: What makes SA Genie different from standard chatbot integrations?

Unlike typical chatbots, SA Genie works within the flow of a live customer meeting, providing context-aware responses through an invisible overlay without interrupting screen sharing.

Q5: What platforms does SA Genie support?

It currently works with Zoom, Amazon Chime, and Webex.

Q6: How accurate are the responses from SA Genie?

Accuracy depends on transcription quality and model prompt design. The team is continuously testing prompt tuning, custom RAG pipelines, and model selection.

Q7: Can this replace Solution Architects?

No. SA Genie is a support tool that enhances, not replaces, the role of an SA. It's designed to augment real-time conversations with helpful, context-relevant answers.

Q8: What's next for SA Genie?

Upcoming features include real-time streaming audio support, improved question filtering logic, and experimental integrations with personalized knowledge sources.

Q9: What security measures are in place to protect customer data?

SA Genie operates within AWS's well-architected security framework, utilizing encrypted connections and temporary credentials. No customer-identifiable information is stored or shared with the foundational model providers.

APPENDIX