

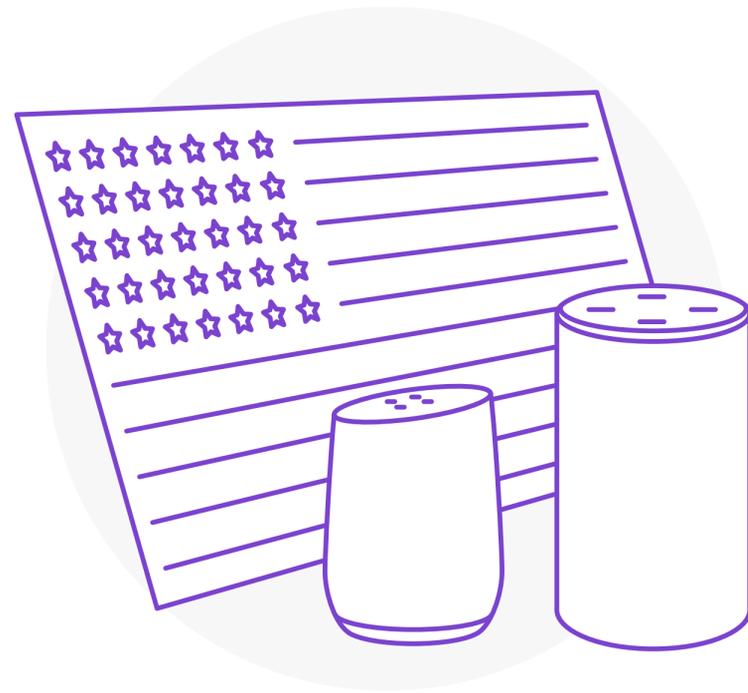


WELCOME TO THE VOICE ERA

Voice is becoming increasingly used and important

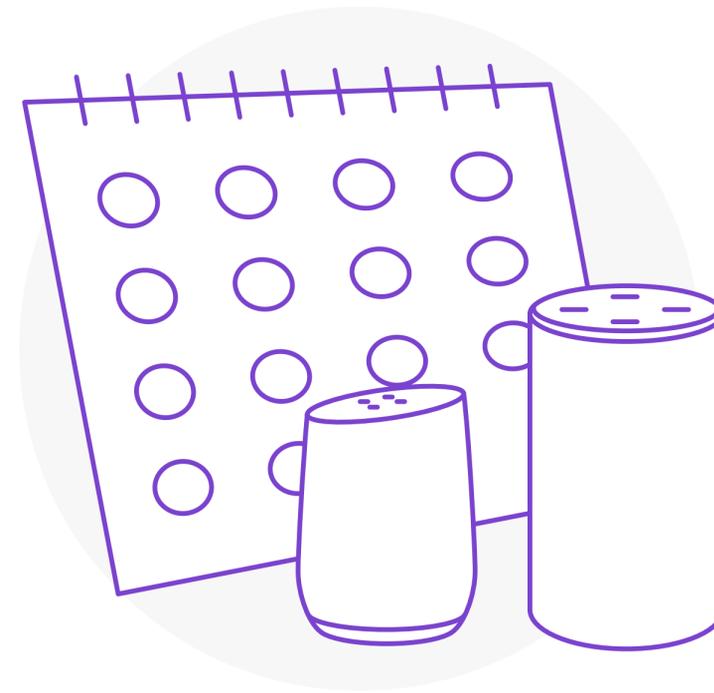


8 billion digital voice assistants will be in use by 2023



46%

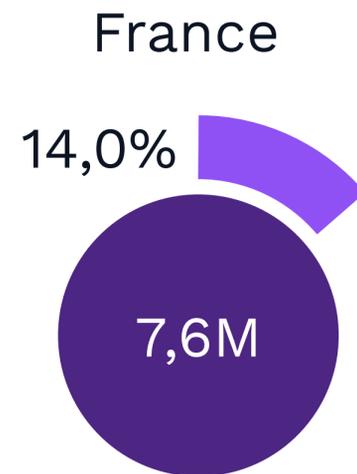
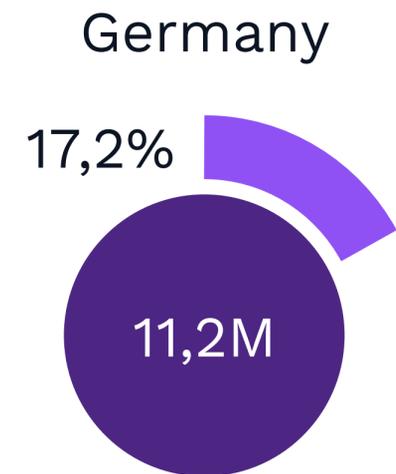
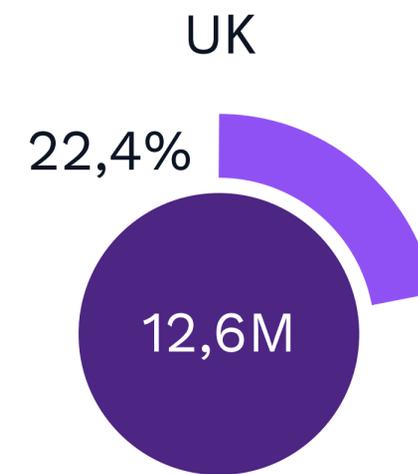
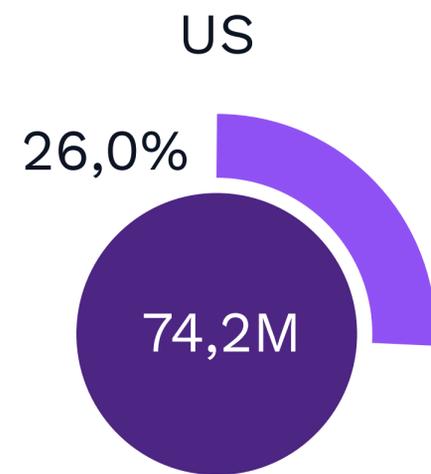
of Americans use digital
voice assistants



31%

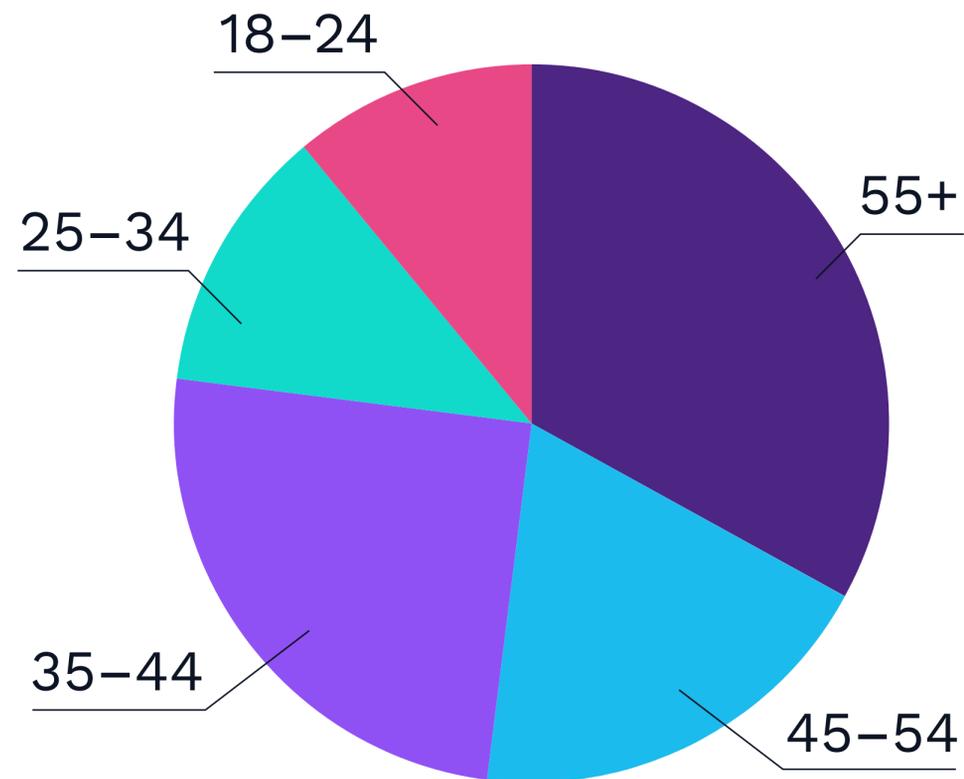
of users said that AI
assistants are part of their
everyday life

Millions and % of internet users



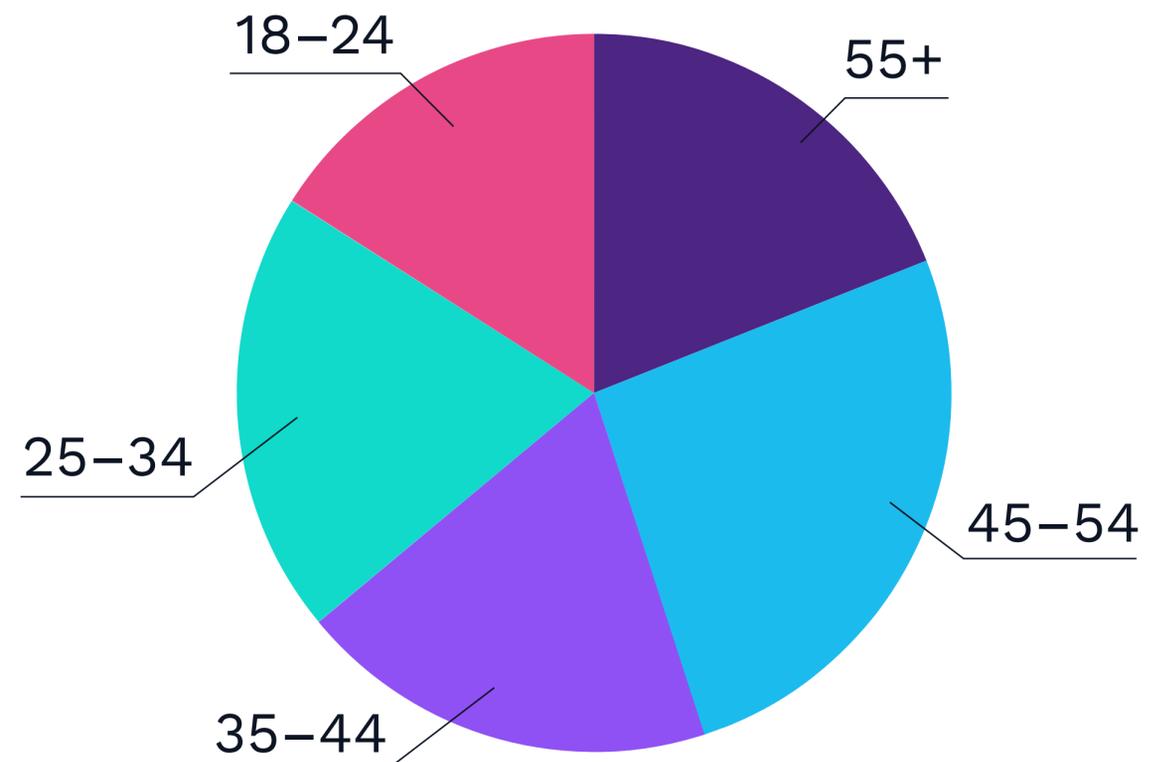
Smart speakers Owners: Age

First adopters



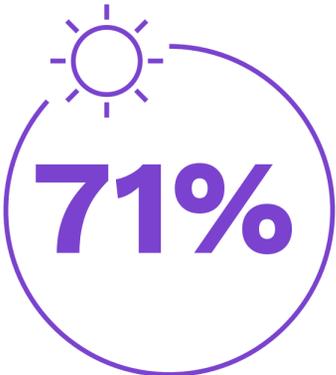
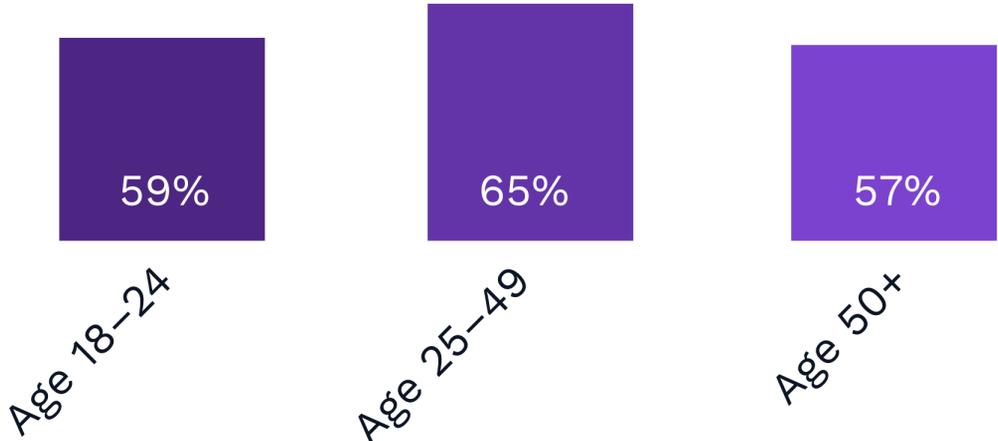
Own device for less than one year

Early mainstream



Own device for more than one year

Use smart speakers at least once a day



of smart speaker owners reported using them at least daily

It's a new tech, and people have concerns related to information security

- 52%** My personal data is not secure
- 24%** I don't know how my personal data will be used
- 36%** I don't want my personal data to be used
- 41%** Assistant is actively listening and/or recording me
- 31%** Information it gathers is not private
- 14%** I don't trust the companies behind assistants

When people asked why they haven't buy a smart device yet, 43% said that they don't feel they have any use for it

But having a device dramatically increases confidence in the technology and more frequent usage as a result

Find voice technology to work well:

72%  of smart speaker owners

48%  of non-owners



of owners use voice over a keyboard to interact with devices and the Internet daily



People communicate with voice-activated speakers like if they were talking to a human, using courtesy words like “please,” and “thank you,” and even “sorry.”

Today's users are starting small, doing simple, uncomplicated tasks:



Asking for directions 65%

Searching for a quick fact 68%



Making a shopping list 39%

Adding items for a shopping cart 26%



Researching a product/service 44%

Searching for a product/service 52%



Comparing products/services 31%

Price comparison for product/services 30%



Providing feedback for a product/service 19%

Contacting customer service or support 21%

Voice search is making big waves

20% of all internet searches are voice-based

89% use it to search

85% have used recommendations

71% prefer voice search to typing

51% of consumers use voice search to research restaurants

58% of consumers used voice search to find local business information

65% of smart speaker owners say they are comfortable making purchases with a smart speaker

1 billion voice searches take place every month

The biggest voice assistant access points are smartphones, car, and smart speakers

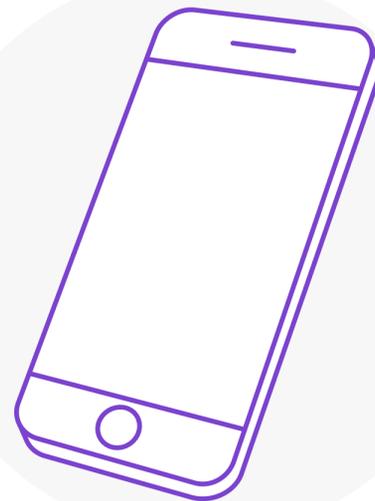
Home

- 22,9% smart speaker
- 11,4% desktop/laptop computer
- 11,3% headphones
- 7,4% television
- 7,3% smart watch
- 6,7% cable/satelite tv provider
- 5,3% game console
- 4,7% multimedia player
- 1,6% home theater system



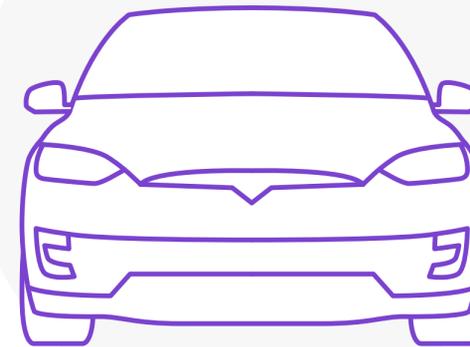
Smartphone

58,2%



In car

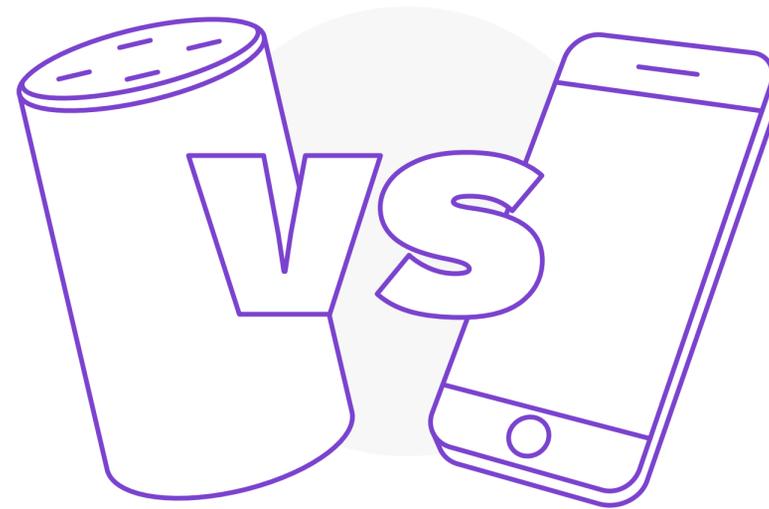
45,3%



The use on the smartphone or in the car is bigger than smart speakers because it has been around much longer and there are more smartphone/car owners than smart speaker owners. Besides, phone has

become an accustomed source of information for us and the car is the most natural environment for voice interaction given that your hands should be on the wheel and your eyes should be on the road

2 out of 3 consumers who own a smart speaker use their smartphone less



55% of people use digital voice assistants because it allows them to keep their hands free

Most promising use cases:



In-car – using touchscreens is forbidden and not safe. Voice assistants may access vehicle information and help driver with any query



Healthcare – AI is not the miracle cure here, but it sure may help with medication reminders, remote medical appointments, disease detection, diagnostics and treatment



Entertainment – quite a lucrative line for game developers and entertainment business – voice experiences help to create interactive stories and music, custom audio and personalized content



Dating services – in a digital world where we are more connected than ever many people feel very lonely. Voice assistants here can improve our social skills, find a perfect match basing on a certain criterion, and even encourage you before the date



Financial services – conversational banking is the new wave of innovation here – account transaction and services, customer experience improvement, and voice biometrics for security and authentication



Smart home – when voice interfaces began to emerge, manufacturers of smart home appliances speedily adopted. Today you may find a great number of houseware controllable with digital assistants. And it gets even better – an easy and comfortable world is being built right now

Compiled and designed by Just AI

Sources:

Accenture

Edison Research

Google

SEO Expert Brad

Adobe

eMarketer

Microsoft

TechCrunch

BrightLocal

Gartner

NPR Pew Research
Center

TechRepublic

Campaign

GeoMarketing

PwC

ValueWalk

Canalys

Global Market

Search Engine Land

Voicebot

Data Bridge

insights

SEMRush

WordStream

Deloitte

Go-Gulf