Dynamics of E-commerce in the Era of Voice Intelligence

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Handling of Purchase with Mobility is becoming key attribute for Online Shopping
Global mobile retail commerce revenue from 2012 to 2018

Revenue in billion US dollars:
- 2012: 61
- 2013: 133
- 2014*: 204
- 2015*: 298
- 2016*: 415
- 2017*: 516
- 2018*: 626

*Forecast
Challenges in e-commerce / m-commerce

• Right product search from multiple vendors

• Product comparison involves multiple steps
  ➢ Not Supported in Few Cases

• High time spending in arriving to deal closure

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• Complex Filtering to combine Multiple Requirements or Interests
  ➢ LED TV size between 40 to 50 inch, cost below 500 USD with customer rating above 4 and from Samsung
  ➢ And also with 3D feature

• Depth & Width based search
  ➢ Can I search particular product in one vendor and pass on the requirements to different vendor?
Voice Commerce – Simplify Intent to Purchase

Enhanced Search
- Natural Interactions
- Filtering by Voice

“Any deals on sunglasses?”

Ease Order Placement
- Voice based Data entry
- Quick product comparison

“Add this to my shopping bag”

Quick Purchase
- Samsung Pay
- Ease order follow-up

“Pay this with Samsung Pay”
Voice Commerce – Key Focus Areas

Filtering & Complex Search
- “Show me only in red color”
- “Show me product around $500”
- “Show dresses on sale items with free shipping”

Custom search
- “Find birthday gift for my wife”

Comparison
- “How much is this on Amazon?”
- “Show this for Sony brand?”

Shortlisting
- “Add this to my shopping bag”
- “Favorite this”
- “Add this to my wishlist”

Find deals
- “Any deals on sunglasses?”
- “When is the end of season sale?”
- “Any offer on this item?”

Buy
- “Pay this with Samsung Pay”
Voice Commerce – Architecture

ASR

NLU

Service orchestration

Voice System

Voice Client

E-Commerce Vendor 1

Query Mining → E-Commerce Engine

E-Commerce Vendor SERVERS

E-Commerce Vendor n

Query Mining → E-Commerce Engine

E-Commerce Vendor SERVERS