VOICE AND THE NEW AI ENTERPRISE STACK

Rick Collins
President, Enterprise  Next IT
Expectations of AI & Assistants

- **NIGHTRIDER**: Awesome
- **CLIPPY**: Shockingly basic (no speech)
- **SIRI**: Real
AI impacting your life

SIRI  NEST  ECHO  NOW
Role of Voice in AI

- The voice component is commonly seen throughout AI deployments
- Not a gimmick
- Expected to enhance the customer experience
Adoption rates continue to grow

In 2013, 85% of iOS users never used Siri.

A 2014 article reports usage of personal assistants has increased by 87% over the past 12 months.
Still a ways to go.
Key success metrics to a successful AI deployment

CLARIFYING INTENT
DEEP DOMAIN KNOWLEDGE
CONTEXT
OMNI-CHANNEL
INTEGRATION WITH ALL SYSTEMS, ASSISTANTS
COMMITMENT
Clarifying Intent

All you have to do is ask.
Deep Domain Intelligence

Virtual Personal Assistants VS. Enterprise Assistants
Context, Context, Context

- Contextual awareness is everything
- We do this by understanding intent
- Leverage personal/profile information
- Provide accurate answers
Omni-Channel

- “Duh” Channel
- Bridging online and offline experiences
- 84% of retailers worldwide said that creating a consistent customer experience across channels was very important
Integration

AI

- Web services
- Other enterprise assistants
- Native phone functions
- Product, customer and enterprise systems
- Custom interfaces
- VPAs
- APIs
Ensuring that success metrics can be met

Commit to your offerings
Commit to building your AI stack
Commit to your customers
The future is so bright...

MANY BUSINESSES ARE BUILDING THEIR AI STACKS

VOICE WILL PLAY AN INTEGRAL ROLE

THE EXPECTATIONS HAVE BEEN SET AND THE OPPORTUNITY IS GREATER THAN IT’S EVER BEEN
THANK YOU FOR YOUR TIME.

Rick Collins
President, Enterprise Next IT
rcollins@nextit.com