Using Voice to Transform Retail
New technology is changing everyday living
Mobile

Capabilities

Tool
Voice

Capabilities

Tool

Voice
(hands free control)
Three Key Topics

1. What is the state of technology today?

2. What does this mean for customers?

3. How will voice impact retail?
The state of voice technology today
Voice Interaction Today

“Sorry, I’m having trouble understanding you.”

“Thank you for calling today. How may I assist you?”
History of Voice

1952

- “Audrey”
- Bell Laboratories
- Recognized “0” through “9”
History of Voice

1952
• “Shoebox”
• IBM
• Recognized 16 English words

1962
Source: PC World
• Word recognition multiplies from hundreds → thousands →

• “Julie” → 1st in home voice assistant (toy)
History of Voice

PC era
- Word error rate = 20%
- Adoption barrier: High

Smartphone era
- Word error rate = 4.9% (@human parity)
- Adoption Barrier: Low

Sources: PCWorld, KCPB
What does this mean for customers?
Role of Technology for Customers

- More connected = more mobile, more voice
- More outsourcing of less desirable, routine activities
- Ambient assistance
Voice = **assistance** by **removing friction** from shopping for customers...

- Remembering what to buy
- Running out of daily essentials
- Creating a shopping list
- Forgetting an item while shopping
- Recommending new brands/products

...across **any surface**
How will voice impact retail?
Seamless Customer Experience

Shop in a store

Pick it up

Have it delivered

5,316 stores and clubs, within 10 miles of 90% of the population, supported by 147 distribution centers.
The U.S. retail market

- 87% of retail sales in store vs. 13% online
Serving Retail Customers with a Seamless Experience

Delivering value
Essence of who we are

Being great merchants
Building trust

Providing convenience
Easy, fast, friendly, and fun
Hi, how can I help?

- Check prices
- Compare prices
- Budgeting tools
• 1:1 personal relationship

• Combining technology, data AND people

• Operate with excellence in store and online
Hi, how can I help?

- Smart Basket Building w/ previous purchased everyday essentials
- Personalized re-order
Thank you