Why the voice of your customer is the most important data you’ll ever analyse

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nli
CONSUMER EXPECTATIONS ARE CHANGING
Global Research Study: Voice-Based Assistants

68% already enjoy using a voice assistant service.

Usage of voice-based assistants is growing at 49%.

However, 90% wanted to know if they were speaking to an automated service. Disclosure is vital.

70% wish it understood them better.

Systems must be conversational, humanlike, and intelligent.

which means it is fast becoming a critical technology.
THE CUSTOMER DISCONNECT....
NL Data: data like no other
The Four ‘A’s of Data
If Trees Could Walk
Summary

Close the gap between your enterprise and your customer

Build your applications with data as a primary consideration rather than an after thought

Commit to all 4 of the A’s of data
PROVEN AI MACHINE LEARNING ENTERPRISE

BIG DATA SDK

SEARCH PERSONALIZATION PLATFORM

INSIGHT E2E4E NLI ANALYTICS

CONVERSATIONAL UI IoT NATURAL LANGUAGE

WEARABLES