Your Voice Assistant in the Home

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State of the Industry

- 16% own a smart speaker*
- 20M Echo vs 7M Google Home units sold**
- By 2022: 256M units, 55% of US homes will own a smart speaker***
- **Business Model**: Data, Engagement, Premium Subscriptions
  - $19B voice-based advertising***
Home Assistants Today

Strengths

• Find information (Q&A, weather, facts)
• Perform tasks (set alarms, manage to do lists)
• Control other devices (home automation, IoT devices)
Home Assistants Today
Challenges

• The Unanswerable Question – “Why can’t I connect to the internet?” (no connection, no answer)

• Retention rate – abysmal 3%, very poor user interface design

• Privacy/Security vs Convenience – who owns the data? What can they do with it? How secure is it?

• Very little differentiation – Audio game (Domino’s vs Pizza Hut vs Pizza Source)
Building the Right Strategy

• Own the front door – What does your experience say about you and your brand?

• Omnichannel – Task orientation (current state) vs true Goal orientation (future)

• Human in the Loop – add value and provide failover for harder tasks

• Data Security & Privacy – the Alexa audio subpoena. Companies should consider using their own VA and just using smart devices as voice interface to retain control

• Personalized & Conversational – 1:1 branding (think Amazon and Netflix)
Thank you