Voice-to-Text:
The emerging mobile messaging channel
Nuance: Reinventing the relationship between people and technology

- Defining the next generation of human-computer interaction: **Intelligent Systems**
- Deeply invested in creating effortless and natural user experiences
- Best known for rapidly advancing voice-recognition technology
What do we mean by Voice-to-Text?

“What the man said, open quote, how are you, question mark, close quote”

“I can help with Billing, Statements, Technical Support or something else. Which would you like?”

“Hey PC, play my Daft Punk station on Pandora”

“Hey Dave, it’s John. You’re probably in a meeting. I wanted to...uh...catch up on...uh the follow ups we discussed yesterday so gimme a call when you get the chance please”

Human-to-Machine

✓ Human-to-Human
Where is Voice-to-text Useful?

- 10+ # Speakers
- Conference Call
- Business Meeting
- Police Interview
- Job Interview
- Lecture
- Media Interview
- Domain
- Call me Back
- Pocket Dial
- Marketing Call
- Work Update

+ different languages, background noise, different codecs, compression...
Voice-to-Text makes the voice channel relevant in mobile messaging: **Voicemail-to-Text & Missed Call Messenger**

- 79% find voicemail more personal than text
- 95% find text more convenient than voicemail
Successively younger generations increasingly prefer to receive Text vs. Voicemail

The convenient outweighs the personal

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Prefer VM</th>
<th>Prefer Text</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-25</td>
<td>61%</td>
<td>39%</td>
</tr>
<tr>
<td>26-34</td>
<td>54%</td>
<td>46%</td>
</tr>
<tr>
<td>35-44</td>
<td>47%</td>
<td>53%</td>
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<tr>
<td>45-54</td>
<td>37%</td>
<td>63%</td>
</tr>
<tr>
<td>55-65</td>
<td>30%</td>
<td>70%</td>
</tr>
</tbody>
</table>
So why is Text so much more convenient?

6-8 hours before VM is listened to

98% of all SMS & MMS messages are opened

Number of times people look at their phones: 150 times per day
Users receive and respond to text more quickly

Speed of Response Across Categories

But VM’s may not be *listened to* for hours
Changing the face of voice communications

3 OF THE TOP THREE
North American Cable Companies

4 OF THE TOP FOUR
Canadian Carriers

2 OF THE TOP TWO
Australian Carriers

2 OF THE TOP TWO
Spanish Carriers

“Voice-to-Text is the thing keeping our voicemail investment alive. Without voice-to-text people just don’t use it”
Head of VAS, Tier 1 Carrier, North America

“91% of our voice-to-text customers would recommend the service to a friend or a colleague”
Tier 1 Carrier Market Research, Brazil
Thank You