

### A new communications gateway



Natural language-based interfaces are fast becoming the primary channel used to control and communicate with connected devices. Everyday speech will be the standard choice when consumers need to contact customer service centers, get help with online sales or access their online accounts or personal information.

### The way technology was

Technology used to control the user. When it changed, the user had to relearn how it worked. But times have changed. Now, users don't need to learn how the technology works, because it understands them instead.



By 2020, natural language will control every aspect of human:machine interaction, from artificially intelligent personal assistants and bots; to speech-enabling the IoT and delivering on the vision of the connected Network of Knowledge

### The tipping point



The ever-increasing consumer appetite for mobile services led to a tipping point for natural language technologies, and the rapid rise of wearables has driven demand over the edge.

The growth of 4G has led to users spending even longer online



### Addressing the demand



Now, enterprises have to communicate with their customers across an ever-increasing range of devices, apps and languages.

They need a natural language solution that will be able to handle all these demands now; and be able to cope with changing requirements in the future.



### The Benefits of Natural Language

Vital market differentiation

Countering the customer disconnect

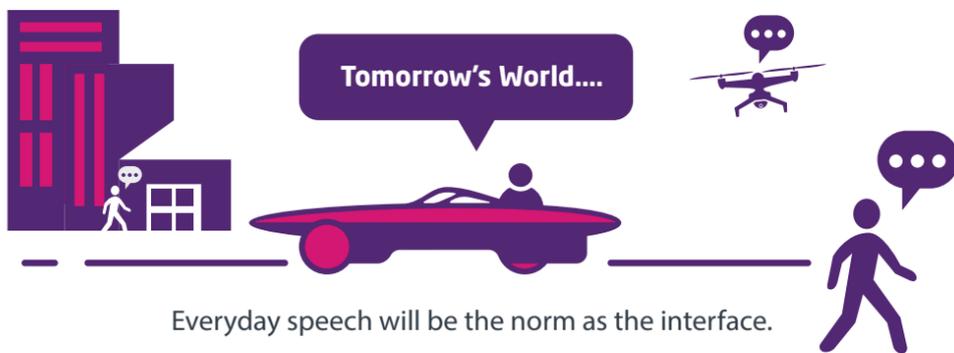
Improving the customer relationship

Optimize internal resource

Deliver individualized service to everyone

Derive actionable insight

### Tomorrow's World...



Everyday speech will be the norm as the interface.

Users will no longer need to tell technology what they like or dislike, the technology will have learned intuitively.

Search will deliver direct answers, not a list of possibilities.

Whole networks of connected virtual assistants will deliver a seamless experience for the user, whatever they need, ask for or want to do.



Get in touch to find out how your business can take advantage of the natural language opportunity now