

68%

already enjoy using a voice assistant service.



2 out of 3 users say they use theirs every week

Uses for voice-based technology include:



In-home

Managing home automation devices, controlling TV and media; requesting information



Services

Queries, advice and promotions relating to utilities, broadband, and media services



Travel

Finding and booking hotels and tickets, helping with queries



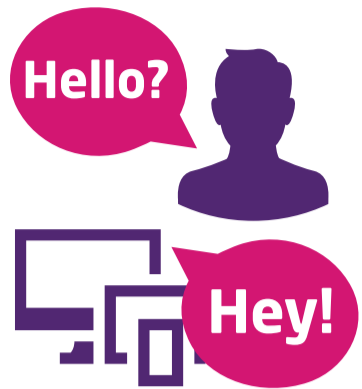
Banking

Checking a balance, contacting customer services, paying bills



In-car

Controlling temperature, media, AC, navigation and in-car apps



70%

wish it understood them better

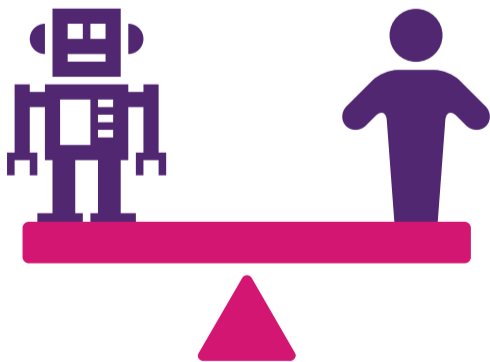
Systems must be conversational, humanlike and intelligent

Usage of voice-based assistants is growing at

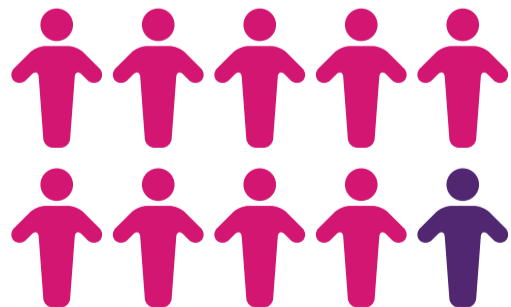
49%



which means it is fast becoming a critical technology



Equal numbers of users had no preference for an automated voice assistant and a human



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