

# ARTIFICIAL SOLUTIONS



INTELLIGENT MACHINES - INTELLIGENT BUSINESS

## Special Report

# Five Reasons Voice is a Marketing Game Changer

This article reviews five key reasons explaining why voice is the next frontier across mobile, digital and content marketing; and how the modern enterprise must address the immediate need to incorporate voice as a communication channel.

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## Five Reasons Voice is a Marketing Game Changer

Here are five reasons from Artificial Solutions explaining why voice is the next frontier across mobile, digital and content marketing:

### It's everywhere.

A recent survey, conducted by Creative Strategies, polled the habits of mobile users all over the world. A full two-thirds of respondents said they enjoyed speaking conversationally to their mobile devices and were eager to see that same functionality expanded to places like their cars and living rooms. When asked what would encourage users to engage with voice-assistance more often, respondents agreed that greater functionality and better conversational accuracy are at the top of their wish list.



In other words, customers are on board and decidedly more prepared to engage in a world where voice is the primary interaction with technology. This is evidenced by Amazon Echo sales alone - they grew to 8.2 million in a very short period of time, and 80% of Amazon shoppers are familiar with Echo. That kind of penetration is huge, and it's in large part because voice-based assistants have taken center stage.

Natural language interaction makes it possible to speak conversationally, and today's consumers are expecting to move away from simple query solutions and into engaging, omni channel experiences. They want devices that can walk them through how to cook a meal, or navigate a foreign city, or preemptively turn on the lights and preheat the oven when they're heading home from work.

### A new communications gateway



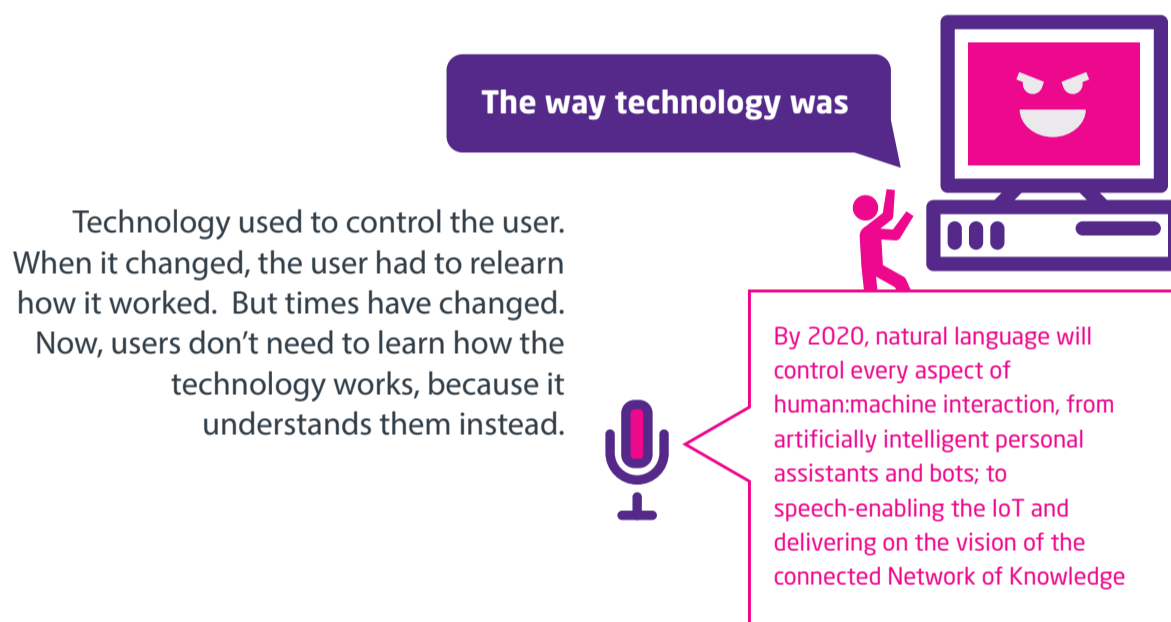
Natural language-based interfaces are fast becoming the primary channel used to control and communicate with connected devices. Everyday speech will be the standard choice when consumers need to contact customer service centers, get help with online sales or access their online accounts or personal information.

## 2

### It's a Two-Way Conversation

For too long, customers have had to think like technology rather than having the luxury of technology that thinks like them. AI changes that, and NLI in particular encourages a natural, free flow of communication that meets the user in the language and cultural vernacular with which they are most comfortable.

In addition, the advent of social media has encouraged a relationship where consumers feel empowered to speak directly to the brands they engage with and they expect, in return, to be heard and answered. No longer are sales and marketing a one-size-fits-all offering. Your customers are talking and you are not only expected to listen, but to respond quickly. Today's consumers are willing to be brand loyal, but they have high expectations from the brands they choose and they consider personalization a driving factor.



### It's Getting Sophisticated.

One of the most interesting developments in conversational AI for marketers is that it is moving away from simple Q&A interactions. In the last few years, chatbots were most known for automating customer service functions and helping consumers navigate very simple tasks.

But recent advances have demonstrated that customers are ready and eager for more. Google reports that 55% of teens and 41% of adults search its browser using voice, and those numbers are only climbing, making search marketing an imperative part of any good strategy. What's more, these queries are becoming more sophisticated - as consumers research products they tend to ask more 'who, what, when, where, why and how' questions, and they want their voice technology to understand.

The technology is one side of the equation, but the other is marketing. How can companies maintain their brand individuality if consumer interactions are dictated by Amazon, Apple or Google? The enterprise needs access to conversational UIs that don't require massive amounts of developers or long, costly implementations, but that are distinctive from the brands of the Tech Giants.

## 3

## The Benefits of Natural Language



# 4

### It's a Two-Way Conversation

Imagine a world where you engage with your customer in real-time, in a way that meets their immediate needs, and is tailor made to their unique situation. The ubiquitous rise of smart devices, along with the sophistication capable in the cloud and the improvements in software and hardware that enable things such as OTT updates, make all of this more than just a possibility. For the forward-thinking marketers among us, this level of engagement is becoming reality.

A recent article in The Drum highlighted examples of the types of actionable interactions brands can have with their customers. What if, for example, a customer's car could tell them of a sale as they were driving by a particular shopping district? Or a food brand could walk a user through recipe options in the grocery store and then give step-by-step directions at home on how to prepare it?

For marketers these kinds of interaction are near limitless. Conversational AI opens up doors that a decade ago could hardly have been imagined.

## It's Data Rich.

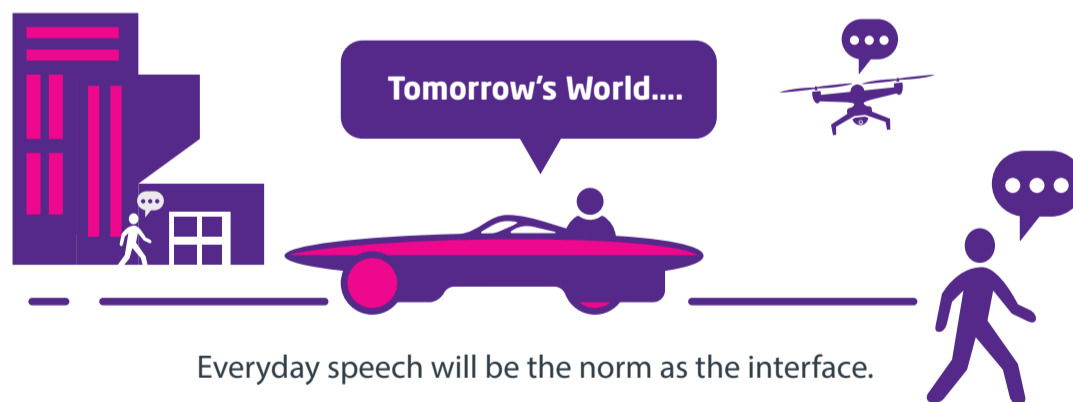
Lest we forget about the most important part of natural language interaction, it is rich with valuable data and insight. Spoken conversations yield reactions that are hard to decipher over text or type. For example, is the customer excited or angry? Are they satisfied with their interaction or are they confused?



Interpreting this free-format conversational data is not easy, however. It requires an understanding of highly complex, free-format data such as the many different terms used by customers – often to describe the same thing, the context of the conversation (is the speaker urgent, inquisitive, excited, upset), and often in multiple languages. This is why AI and NLI are so critical - they help organizations better understand the feedback coming from customers.

When users are able to have natural conversations with AI, it is much easier for companies to capture that first-person voice of their customer. Organizations can merge this data with other sources such as geo-location, order histories, customer profiles, etc. and track trends and react accordingly. It's the equivalent of having a focus group at your fingertips, 24 hours a day, every day of the year. Companies will find a myriad of ways to use the data collected from voice interactions, but they need the ability to control that data and track it on their own terms.

Swings in technology require marketers to stay on their toes. But the AI revolution is here to stay, and brands who turn conversational interactions into loyal customer engagement will lead the future of the on demand economy.



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



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### About Artificial Solutions

Artificial Solutions® is the leading specialist in Natural Language Interaction (NLI). The company's patented technology enables people to converse with applications and services running on computers, mobiles, wearables and other electronic devices in a humanlike, intelligent manner.

Called Teneo, it is the first complete platform to enable enterprises to rapidly develop and analyze natural language applications that embrace artificial intelligence through the use of machine learning and implicit personalization.

Teneo allows business users and developers to collaborate on creating sophisticated natural language applications in record time that run on any operating system, in 35 languages, without the need for specialist linguistic skills. Teneo also unlocks the knowledge held in immense volumes of natural language conversations, delivering unprecedented levels of big data insight and true 'voice of your customer' understanding.

Artificial Solutions' technology is deployed by hundreds of public and private sector organizations and used by millions of people. For more information visit [www.artificial-solutions.com](http://www.artificial-solutions.com)

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