

GLOBAL RESEARCH STUDY:
VOICE-BASED ASSISTANTS

68%

already enjoy using a voice assistant service.



70%

wish it understood them better

Systems must be conversational, humanlike and intelligent



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

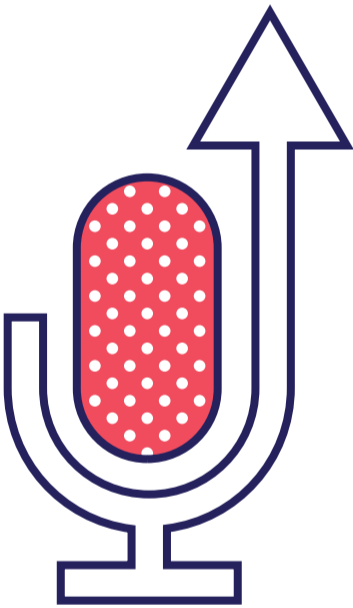


In-car

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

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.

Data taken from Global Research Study of 1914 respondents across USA, UK, Spain, Italy, France, Germany, Japan and China.
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