Voice Strategy Workshop

July 2019

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GIVING VOICE TO A REVOLUTION

@voicebotai
@bretkinsella
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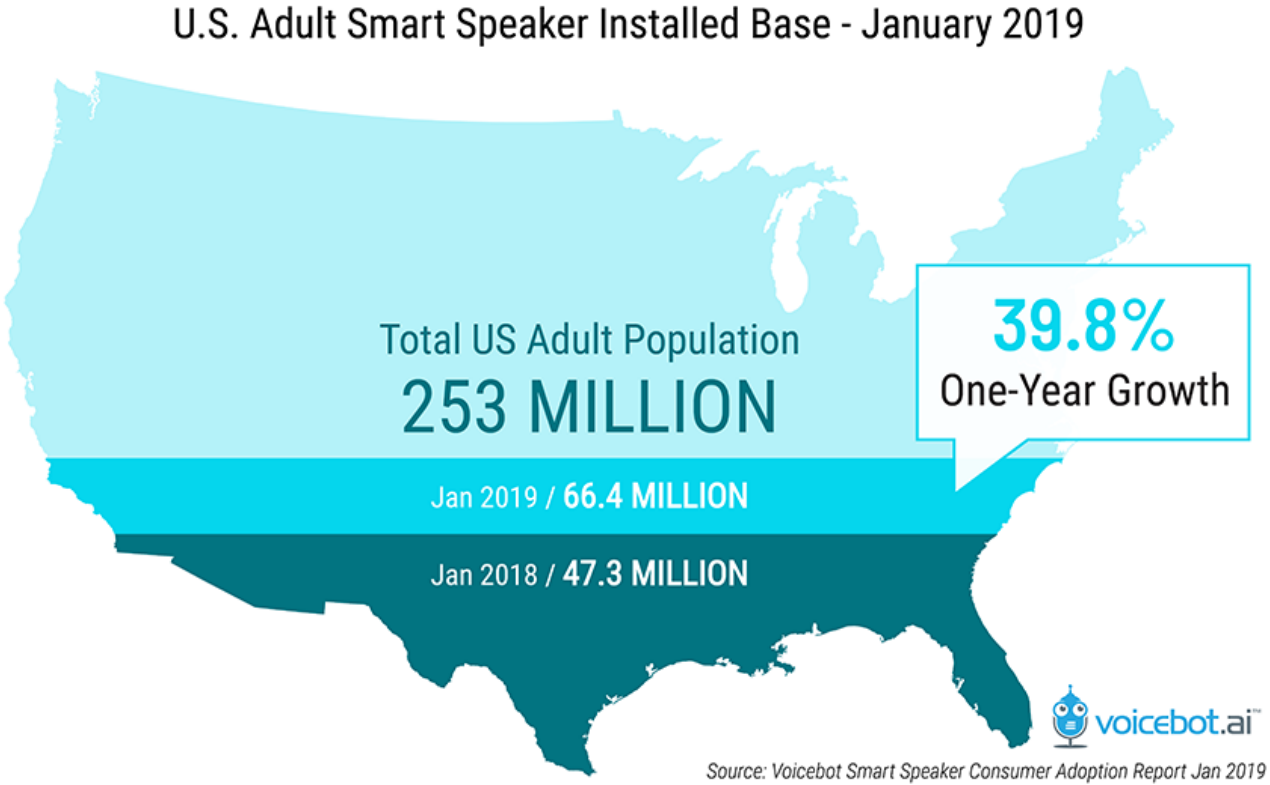
Why People Are Paying Attention

Smart Speaker Adoption



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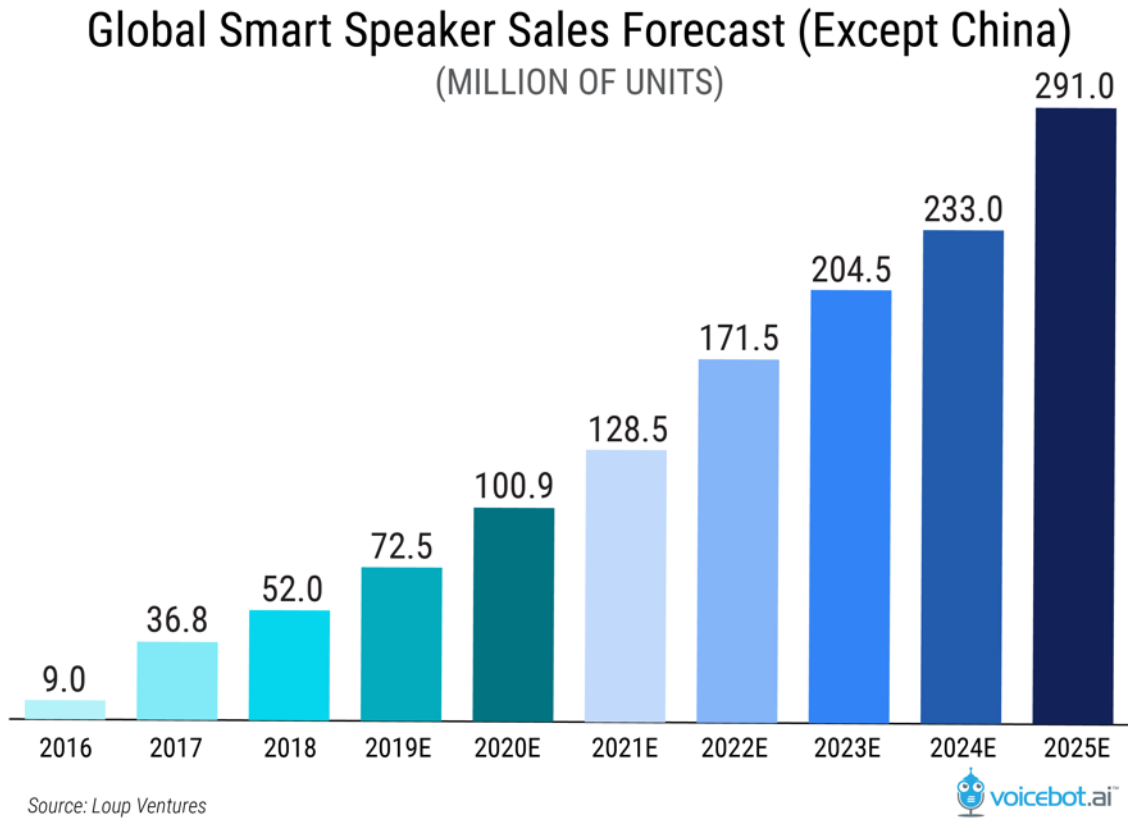
Global Phenomenon



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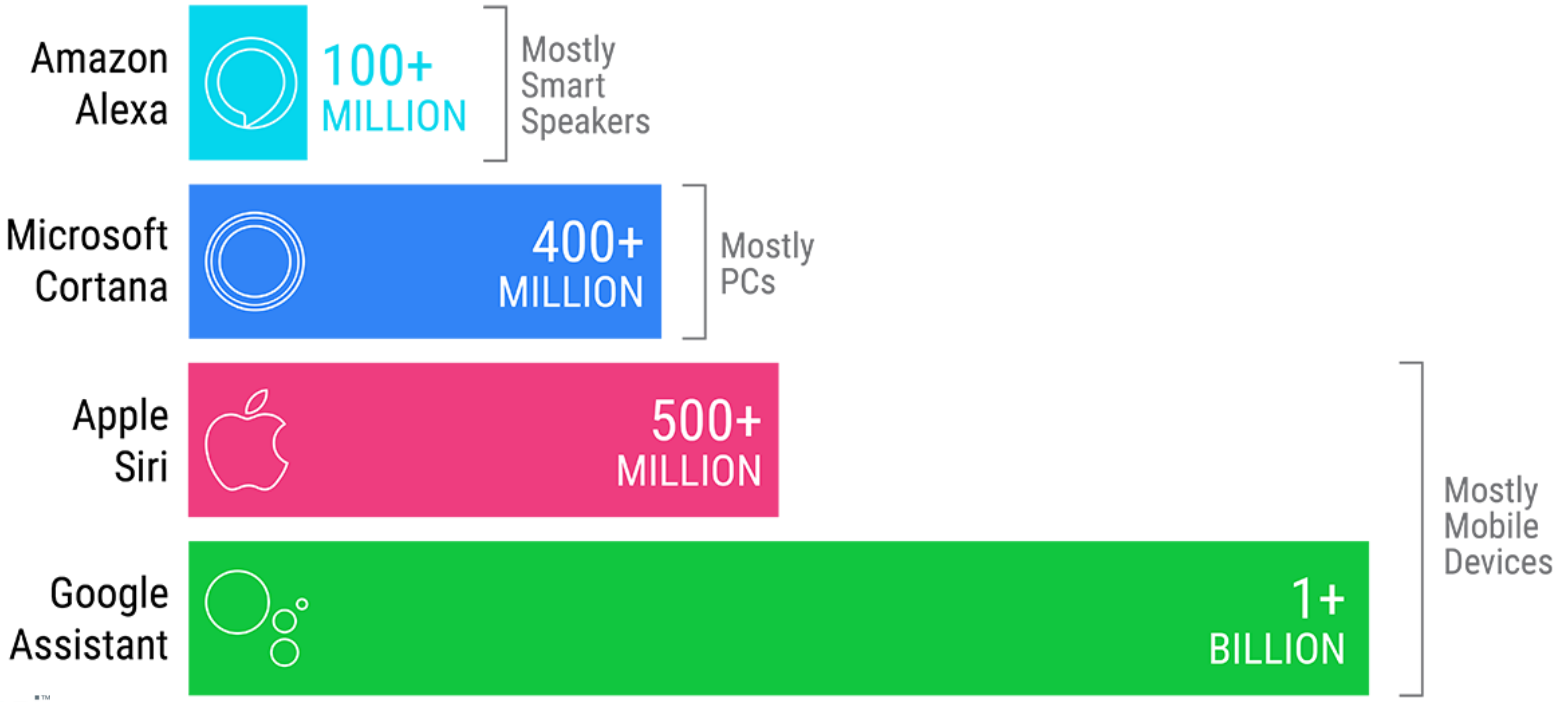
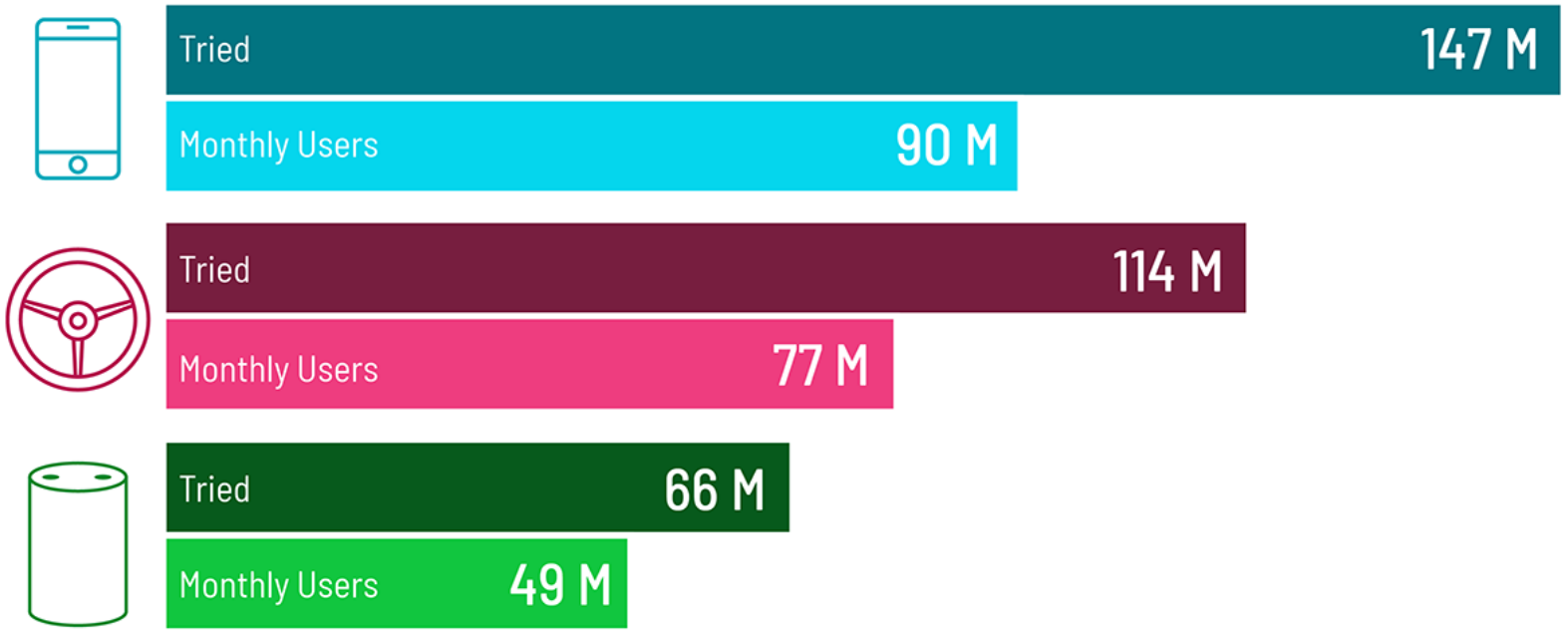
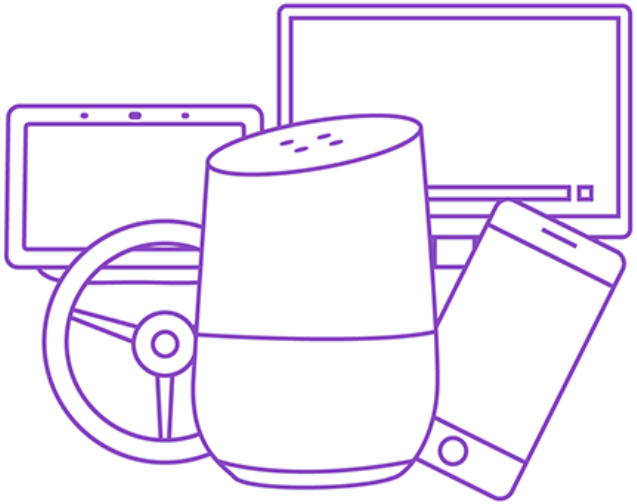
2 Billion Devices



Surface Area Expansion



User Interface Evolution



CLICK → TOUCH → SPEAK

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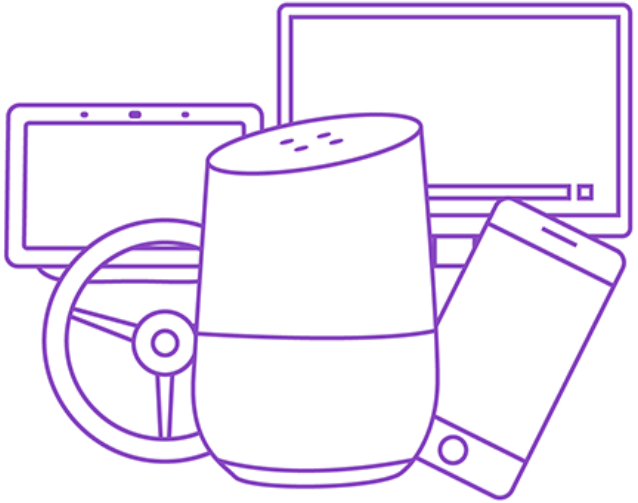
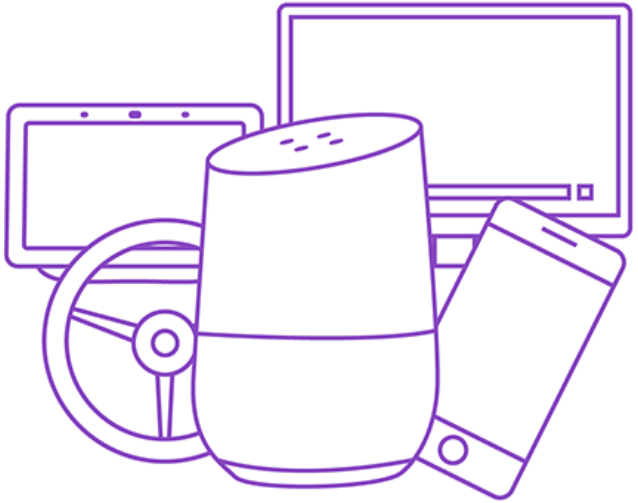
Tech Platform Evolution



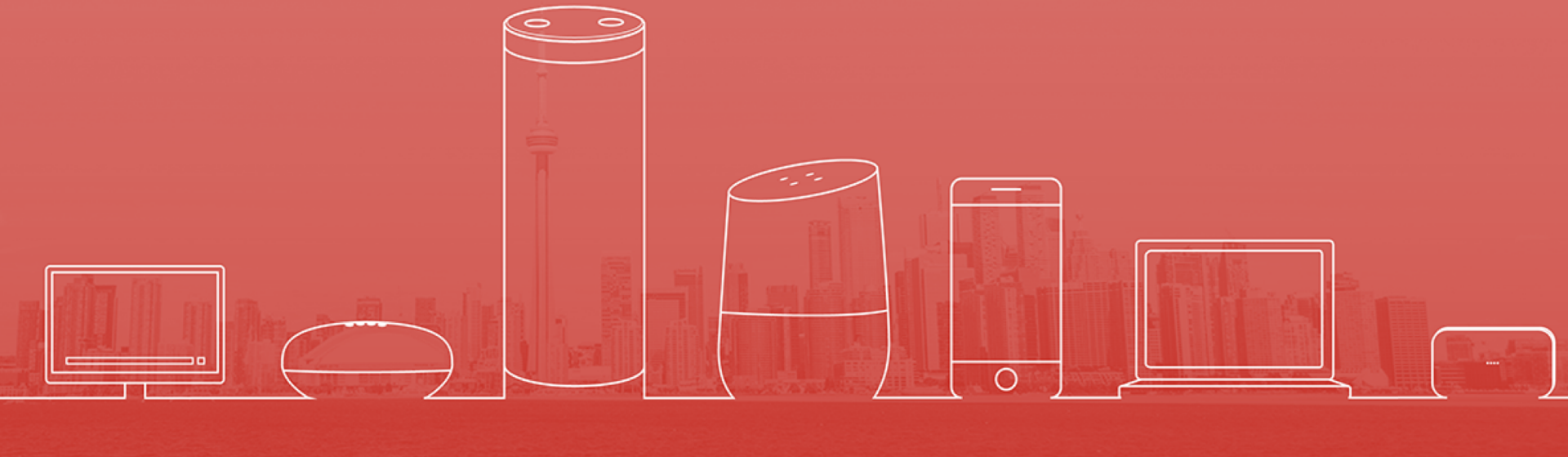
PC + Web → Mobile + Cloud → Many Devices + AI

Value Proposition Evolution



Interactive → With You → Instantaneous

Setting a Baseline



A Voice App is Not Voice or Conversational Strategy

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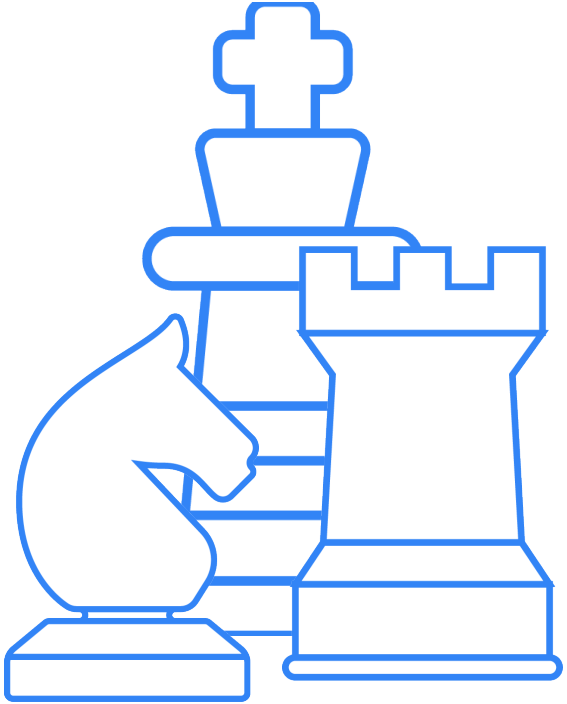


Question 1 - Outcomes

- What outcomes can voice deliver to your organization?

Question 2 - Experience

- Are you making progress on either of these outcomes?

Question 3 - Audience

- Who is your voice solution for and what need or want does it fulfill?

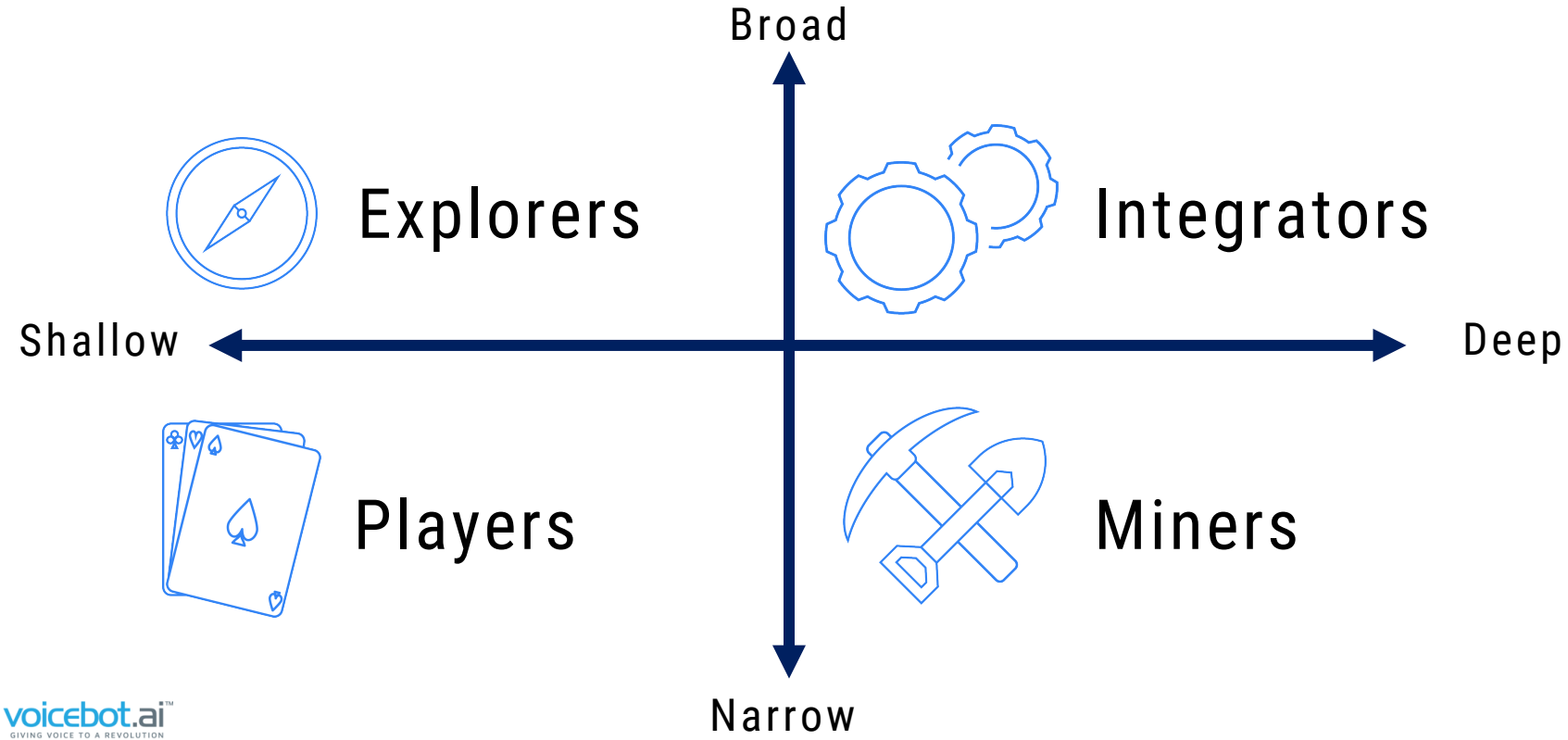
Question 4 - You

- What capabilities or assets do you have that could fulfill customer needs or wants?

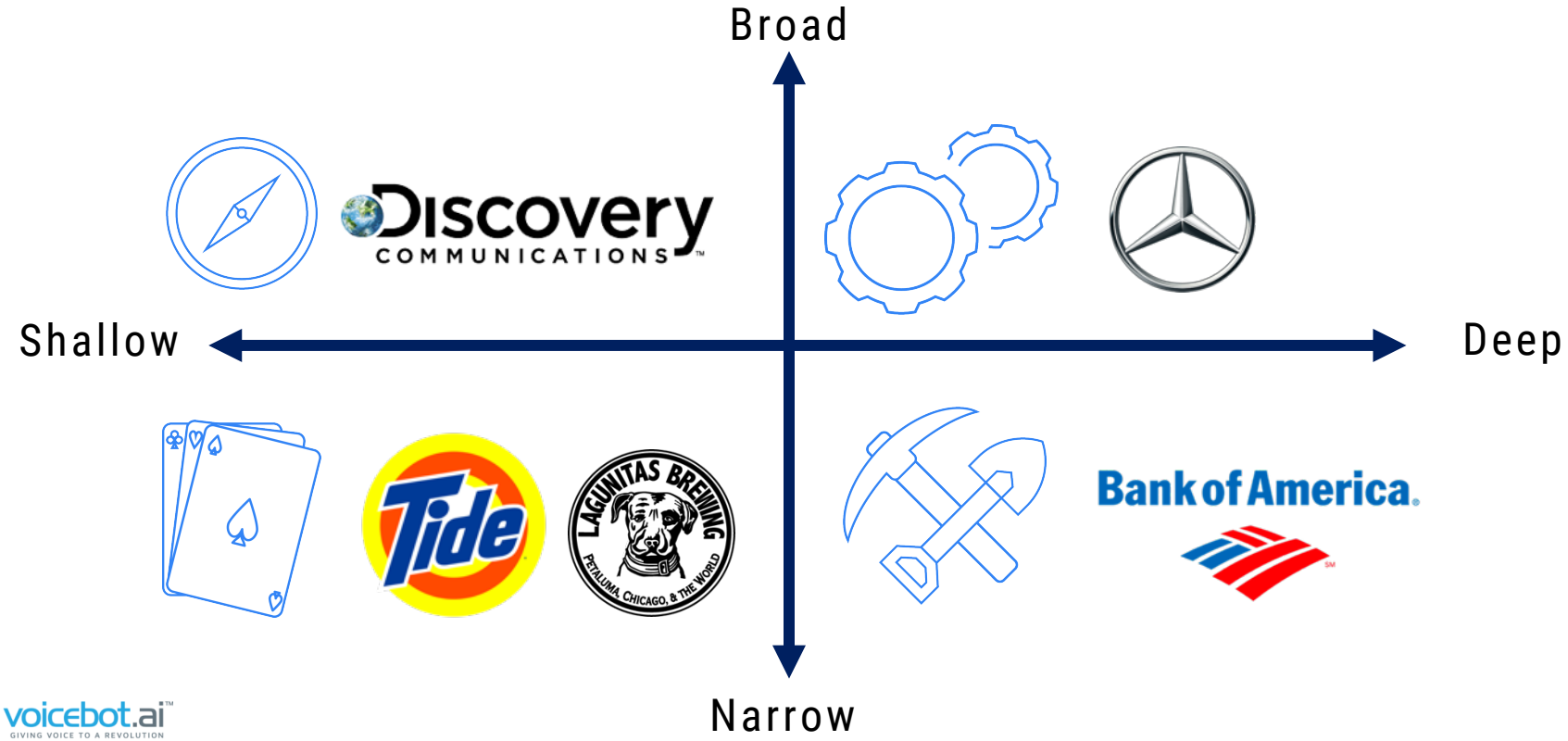
Question 5 - Competitors

- What are your competitors doing in voice?

Four Types of Voice Strategies Today



Four Types of Voice Strategies Today



Characteristics of Voice Strategies

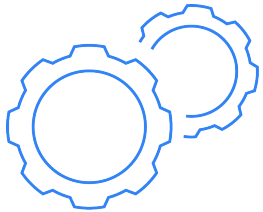
Broad

Explorers

- Multiple voice apps
- One or more surfaces
- Platforms focus

Integrators

- Multiple efforts
- Multiple surfaces
- Complementary



Shallow

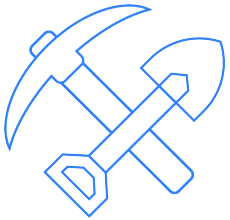
Deep

Players

- Single voice app
- Single surface
- Platforms only

Minors

- Standalone effort
- Limited surfaces
- Control focus



Narrow

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Voice Assistant Use Cases

8 Things Brands & Enterprises Do With Voice

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1 – Generate Awareness

Boston Children's Hospital
Until every child is well™

PROGRESSIVE®

TEQUILA PATRÓN

LAGUNITAS BREWING
PETALUMA, CHICAGO, & THE WORLD

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2 – Create Engagement

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3 – Facilitate Transactions

Domino's

PayPal

Walmart

Bank of America

SWEDISH

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4 – Enable Distribution

The Washington Post

Heads Up!

JEOPARDY!

CUMULUS

Entertainment WEEKLY

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5 – Share Information

MATTRESSFIRM

MAYO CLINIC

ZYRTEC

"BRING OUT THE BEST"
HELLMANN'S

Tide

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6- Enhance Customer Service

EXPRESS SCRIPTS®

CapitalOne®

audible

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7 – Integrate Into Product

nest

Mercedes-Benz

iRobot

SONOS

8 – Improve Operational Efficiency

voicera

JLL

ATOMICORP ®

Q6 - Where are you today and where could you be?

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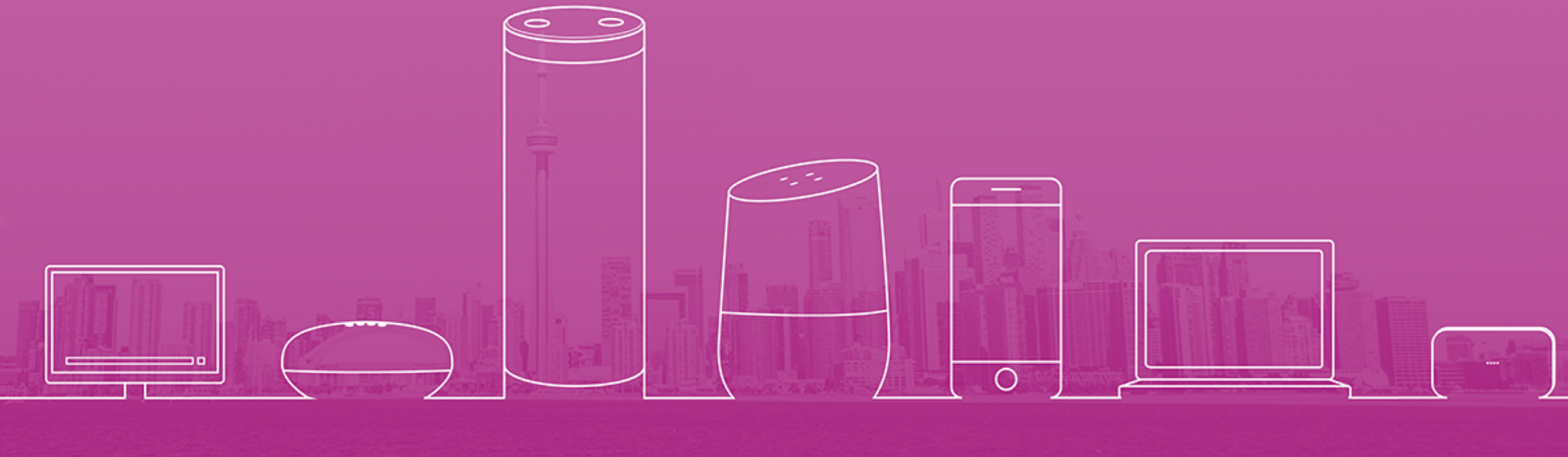
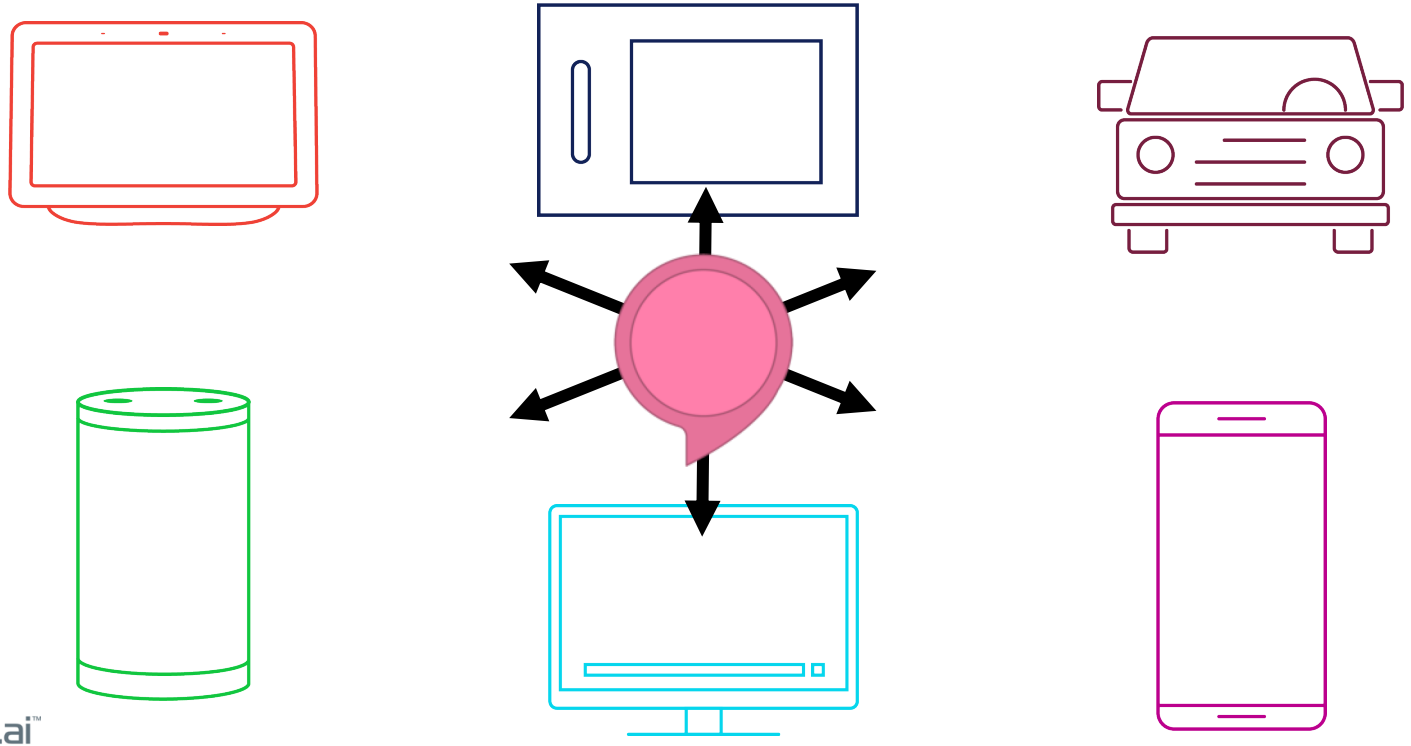
Getting Below the Surface



Multimodal Often About Inputs and Outputs



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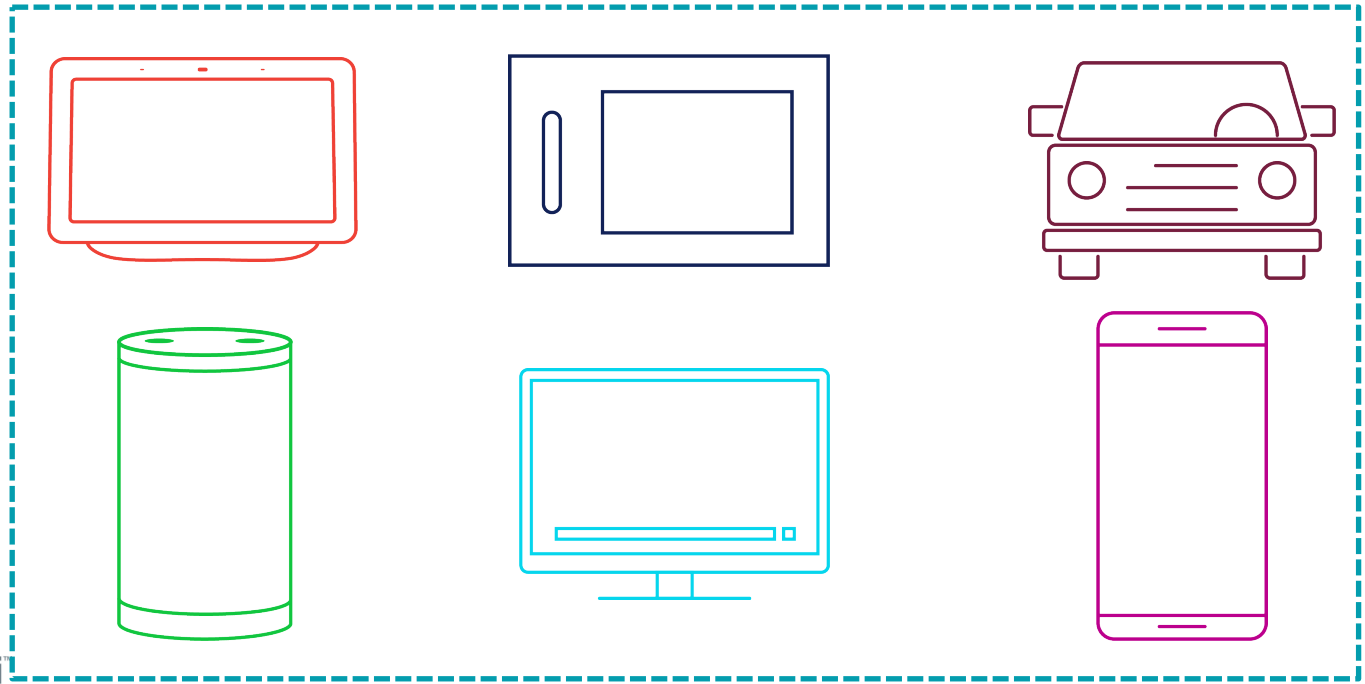
Multi-surface Should Start from Capabilities

Voice and Conversational Capabilities



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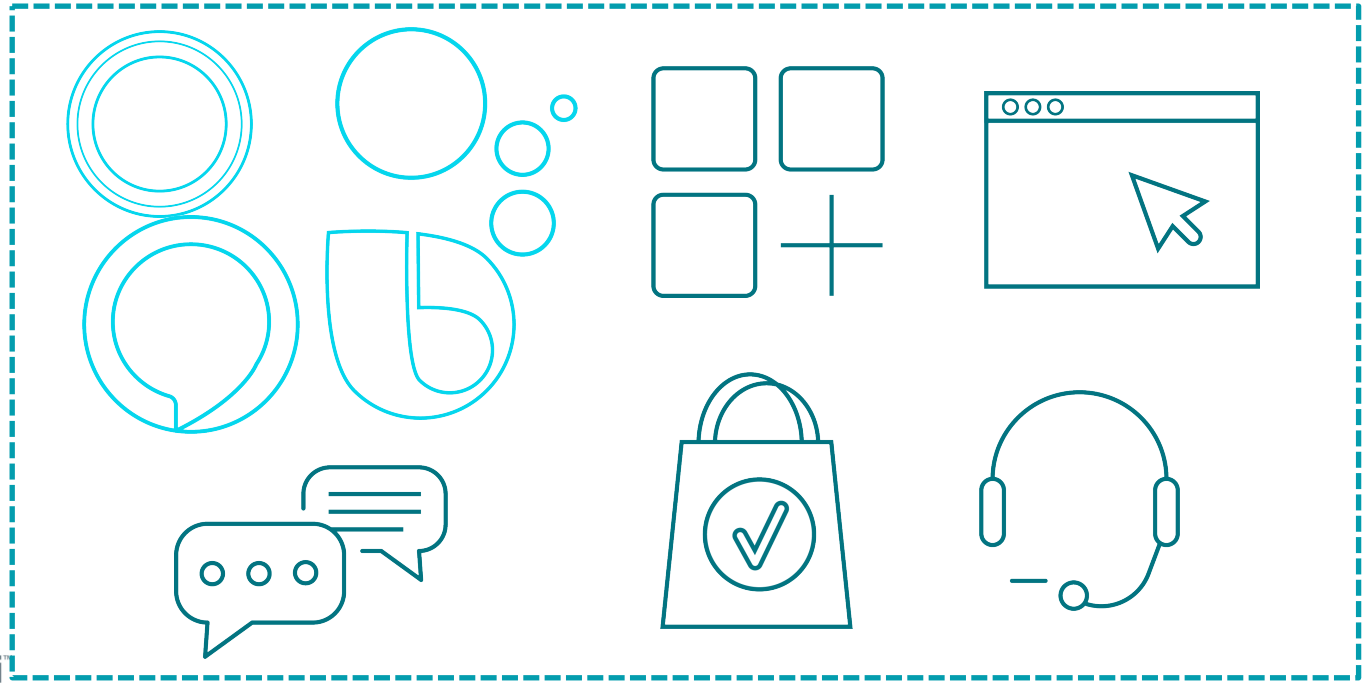
Think Multi-surface functions Inside Applications

Voice and Conversational Capabilities



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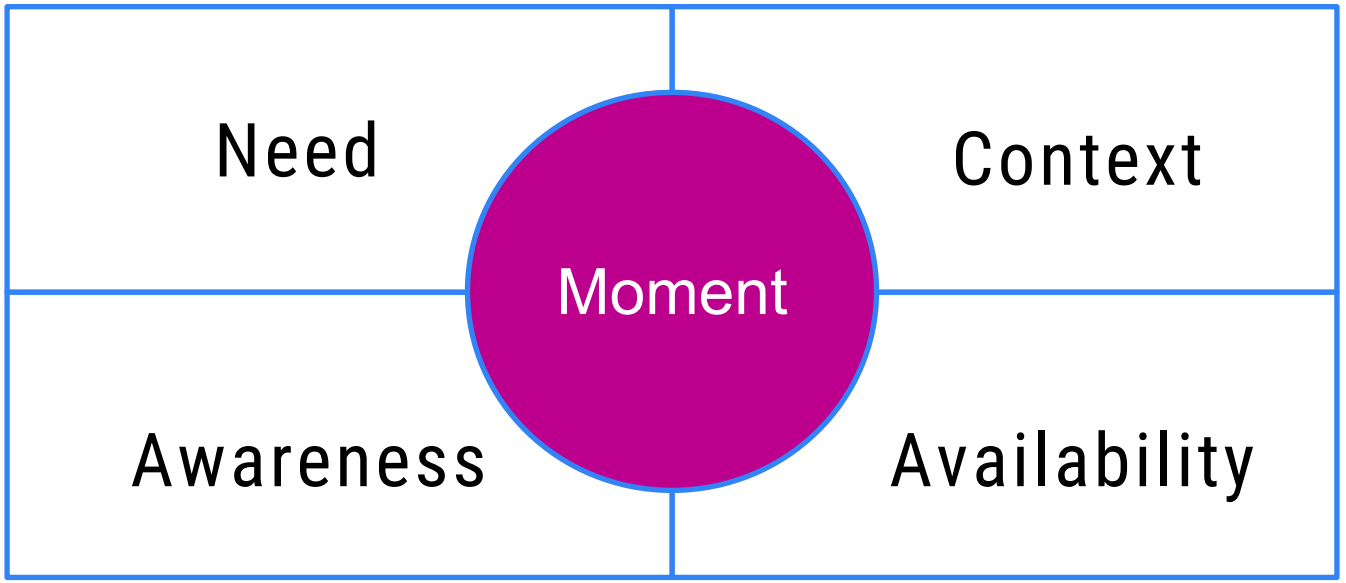
Owning a Moment



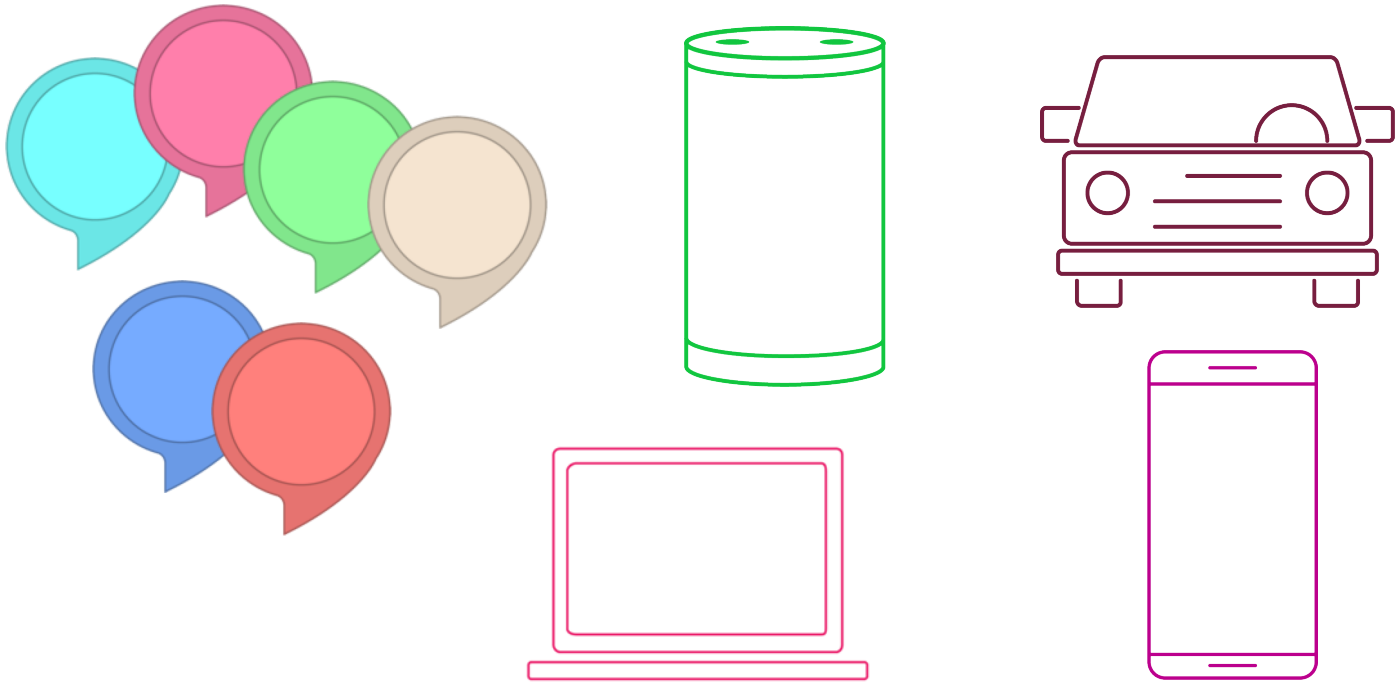
Q7 / Q8 – Moments and Surfaces

- What consumer or customer moments could you own?

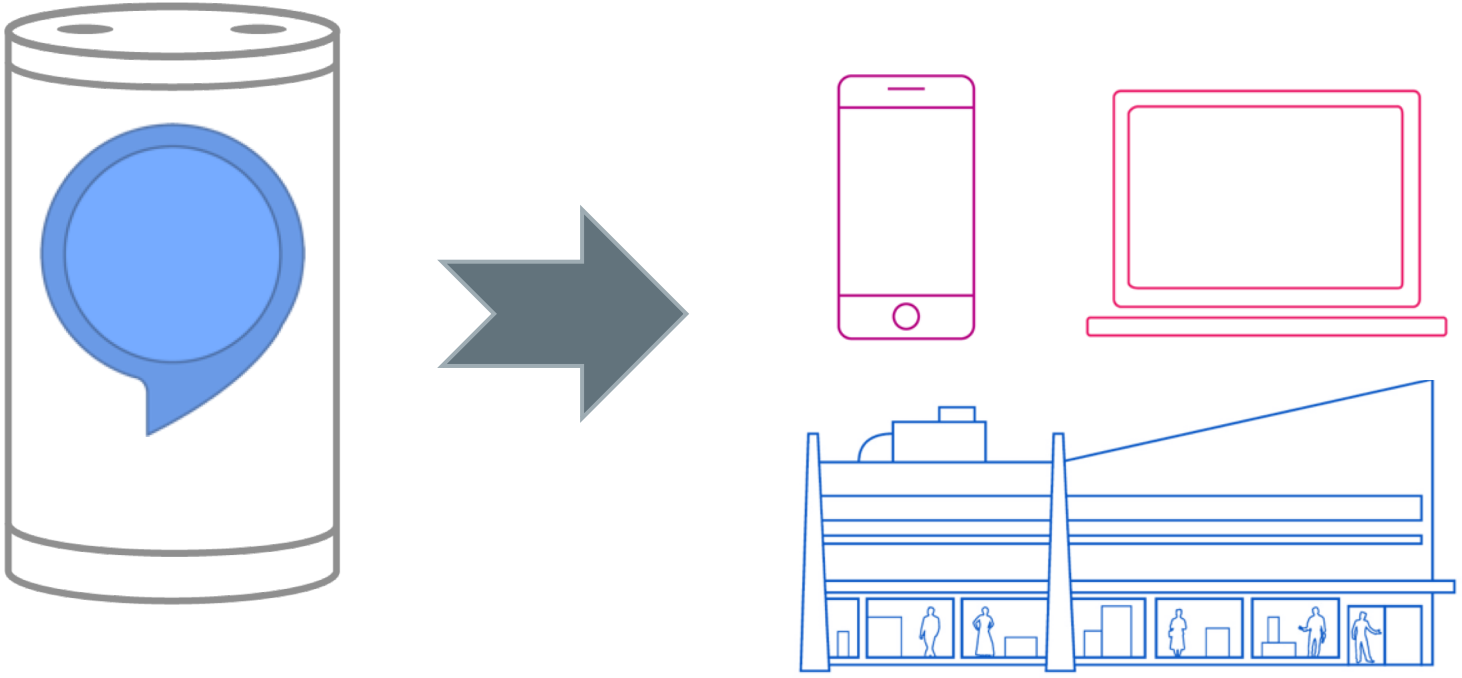
- How could you bring value by using another surface?

Advanced Concepts

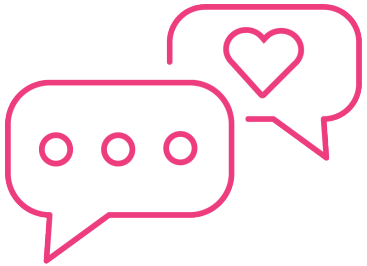
Portfolio – Multiple Voice Apps and Surfaces

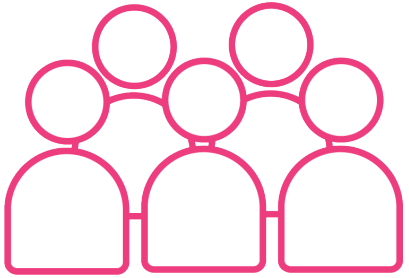


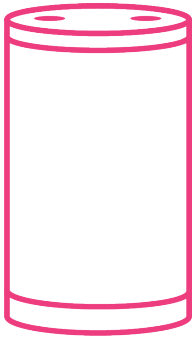
Funneling – Changing Channels

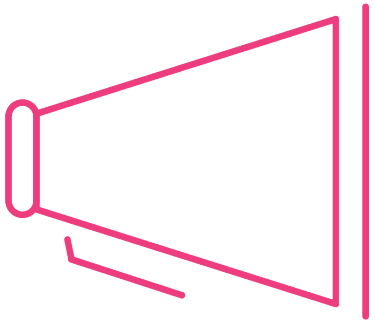


Discovery – All of the Above

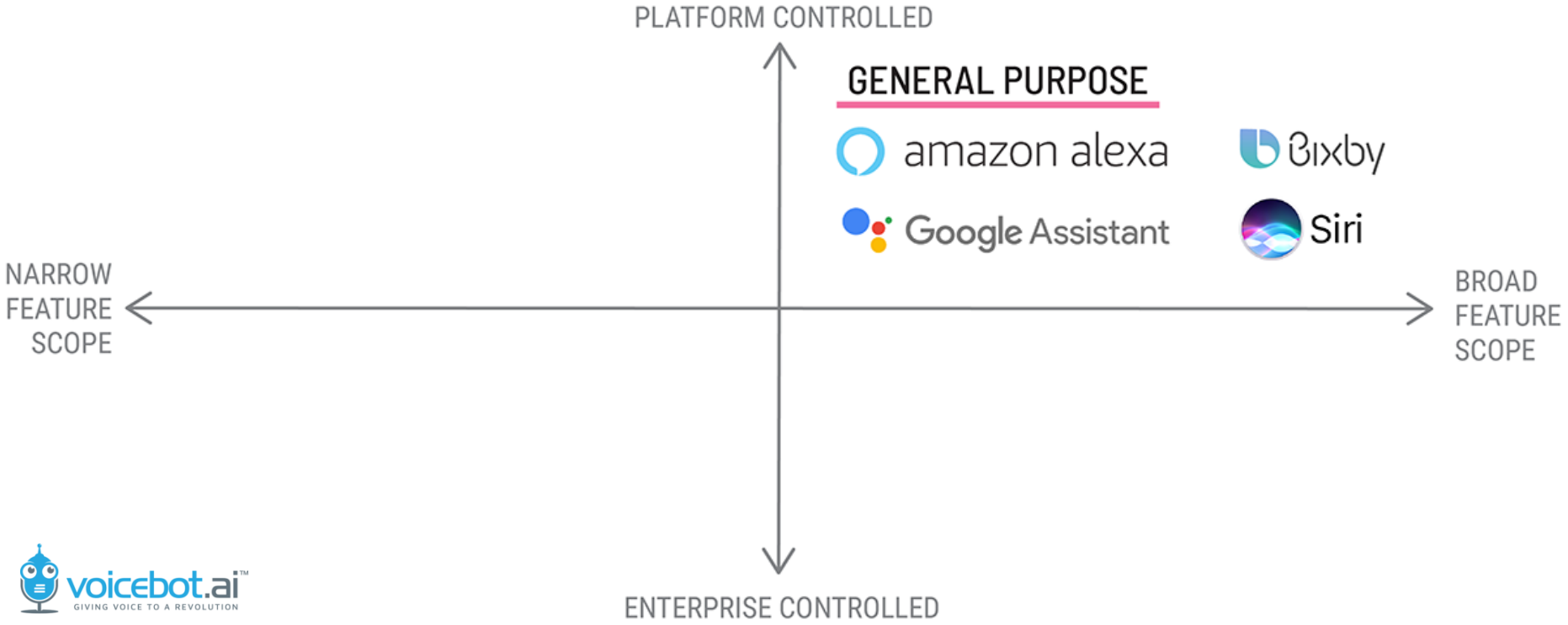








Putting Consumer Voice Assistants in Context



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GOWN – Beyond General Purpose Assistants

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More Resources from Voicebot.ai

REPORTS

Smart Speaker Consumer Adoption Report

Voice UX Best Practices Ebook

Voice Assistant Consumer Adoption Report

Voice Shopping Consumer Adoption Report

In-Car Voice Assistant Consumer Adoption Report

SUBSCRIPTION NEWSLETTER

VOICEINSIDER

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