



Voice-Based Conversational AI

What Is Conversational AI?

Conversational AI is a style of human-computer interaction where users have a conversation with a computer program via voice chat. Two of the most common types of conversational computing programs are home/work assistants (such as Amazon's Alexa and Google Home) and phone-based virtual assistants.

Conversational AI makes use of natural language processing, computer voice services, automated transcription, and artificial intelligence.



What Drives Its Growth?

1

CONSUMER INTERACTION PREFERENCES

40%

Consumers will use voice assistants over mobile apps and sites three years from now

2

UBIQUITY OF DEVICES & WAYS OF INTERACTING

55%

Voice based devices expected in all households by 2022

3

TECHNOLOGICAL ADVANCEMENT



AI-driven speech recognition accuracy surpassed the human accuracy threshold in 2016 and continues to improve

Common Use Cases of Conversational AI



Virtual Assistants

Interacting with customers or employees (i.e., customer support, HR, and IT) to address common issues and answer questions on demand.

Examples: AT&T Support, Waste Management, OptumHealth



Making Information Accessible

Making information about the organization, its products, and services, or related news available to users.

Examples: Fox Business, MLB at Bat, Coinbase



Account Management

Enabling users to access information about their accounts and facilitate transactions.

Examples: American Express, PayPal, GEICO



Marketing and Selling

Enabling users to shop for and order products and services over the internet or via smart devices.

Examples: Fandango, 1-800-FLOWERS, Best Buy



Controlling Smart Devices

Enabling users to control their homes, cars, and other IoT devices with smart capabilities.

Examples: BrewResearch (by Keuring), BMW Connected, Hue (by Philips)

Sources

- > Capgemini, *Conversational Commerce* (2018)
- > Juniper Research, *Digital Voice Assistants: Platforms, Revenues & Opportunities 2017-2022* (August 2018)
- > Apple Press Release (January 23, 2018)
- > Voicebot.ai, *Smart Speaker Adoption Report* (March 2018)
- > IBM Cloud documentation

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