AI-Powered IoT Devices Improve Convenience and Efficiency

Operational efficiencies of managing home devices top the list of value gained from voice assistants. In other industries, operational efficiencies most often refer to in-house operations. Regardless, voice AI use is expanding to improve all experiences—consumer and employee.
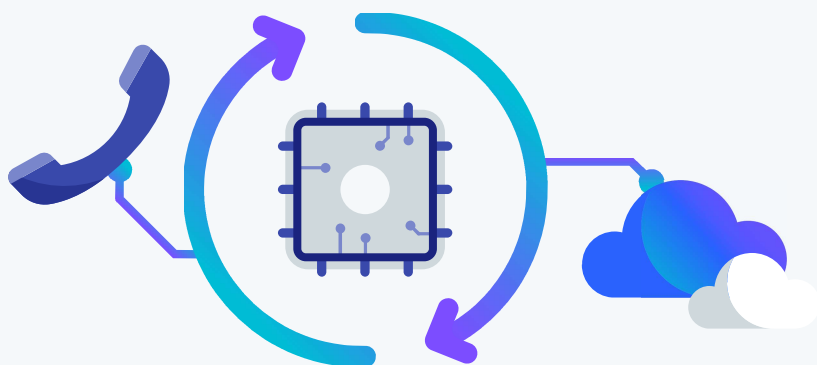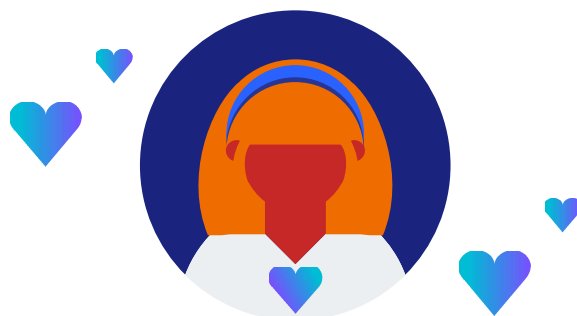
Greatest Business Value

92%
Operational efficiencies

90%
Convenience & speed for users

88%
Controlling brand identity & UX

88%
Increase customer loyalty

82%
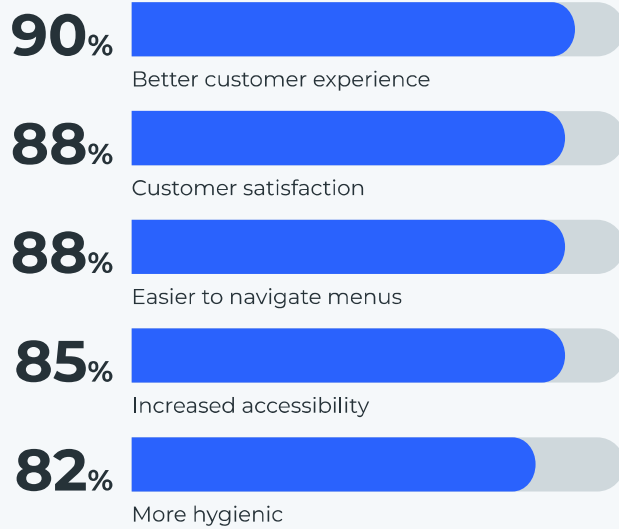Improve customer support

Top 2 Business Functions

● Customer service

● Sales

"This is how transformation takes place, new technology comes in to replace the old one and makes life more easy."

Opus Research Survey IoT/Smart Home Industry Respondent

Top 5 End-User Benefits of Voice AI

90% Better customer experience

88% Customer satisfaction

88% Easier to navigate menus

**85%** Increased accessibility

82% More hygienic

Voice Assistant Strategy

- Consistent brand experience
- Maximum convenience for customers
- Offer Alexa or Google skills
- All customer interactions start with voice
- Custom, branded voice assistant

The evolution from command and control to cloud connectivity through hybrid voice AI solutions gives IoT device manufacturers a way to pursue voice ads, shopping, and other monetization opportunities.
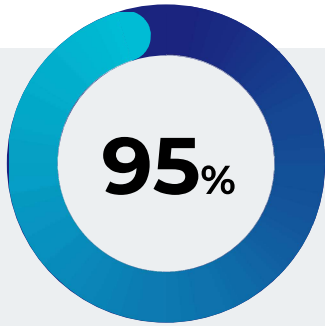
The Importance of Monetization when Compared to Other Goals

62% Very important

20% Important

55%
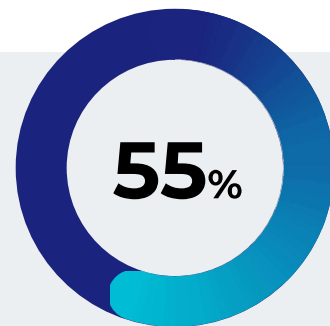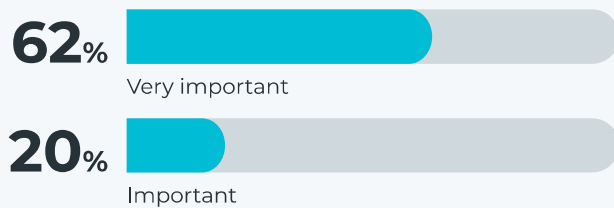
of respondents plan to invest in voice ads/shopping
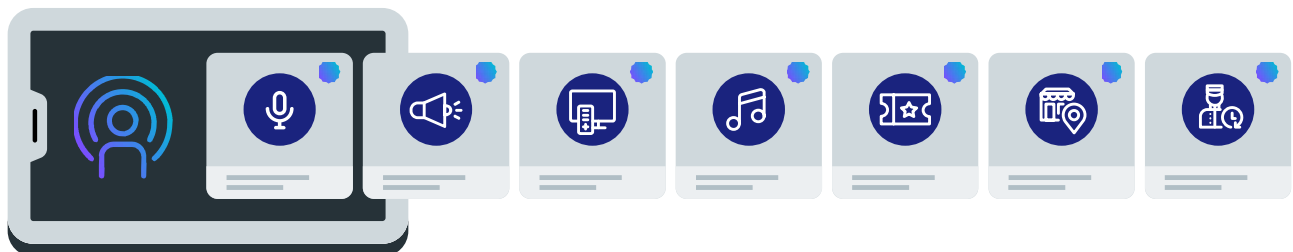
Convenience and comfort drive the AI-powered IoT voice trends. Determining the right path and voice AI platform provider are key to building a branded voice assistant with a custom wake word.
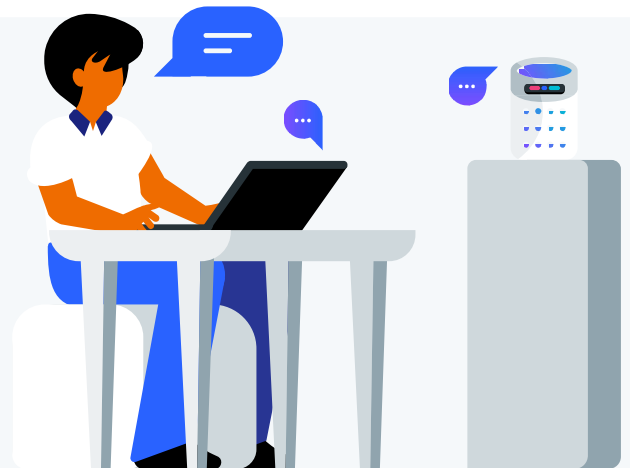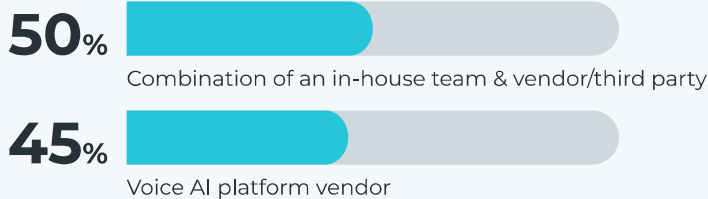
95%

of respondents feel a custom wake word is either important or very important.

Where Does Your Voice Assistant Reside?

97%
Appliance and smart home devices

74%
Smart speaker

71%
Mobile app
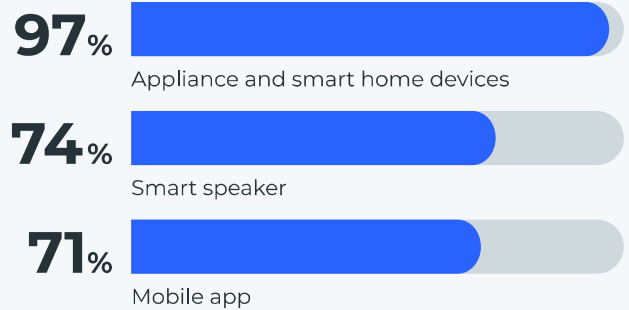
Who is Building Your Voice Assistant?

50%
Combination of an in-house team & vendor/third party

45%
Voice AI platform vendor

Top 5 Considerations Impacting Voice Investments

- Choosing the right voice AI platform provider
- Priority given to other new technologies/innovations
- Return on investment
- Fit with company's long-term roadmap
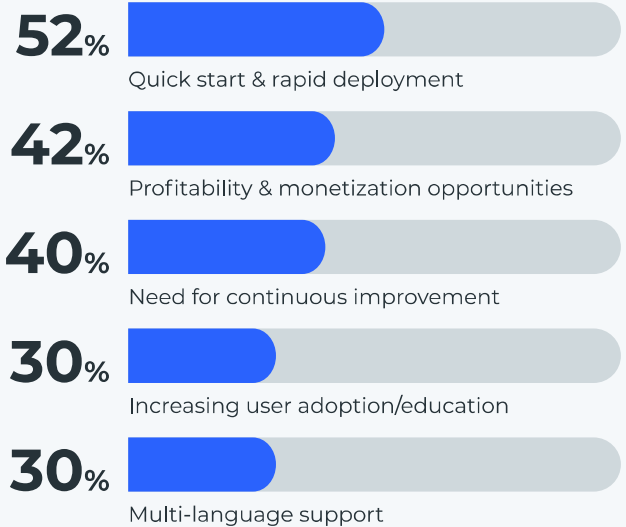- Finding a vendor that offers an end-to-end solution

Voice assistants in homes, offices, and hotels must create a level of trust with their users. Finding ways to monetize voice investments, while improving the customer experience are top challenges.

Top Business Challenges for Voice Assistants

- Security, data privacy & consumer trust
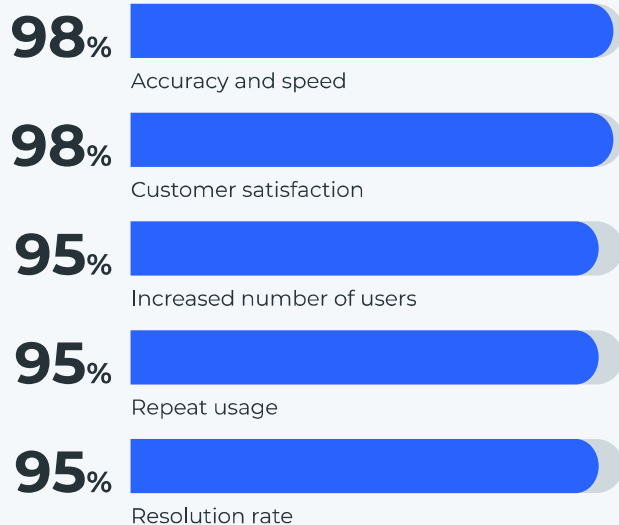- Uncertainty about the role & benefits of voice AI

Top Implementation Challenges

52% Quick start & rapid deployment

42% Profitability & monetization opportunities

40% Need for continuous improvement

30% Increasing user adoption/education

30% Multi-language support

Custom voice assistants with branded wake words deliver higher performance, greater customer satisfaction, and consistent user experiences—clearing the path for consistent, omnichannel voice user interfaces.

Success Metrics for Voice AI

98% Accuracy and speed

98% Customer satisfaction

95% Increased number of users

95% Repeat usage

95% Resolution rate

Future Outlook for Voice Assistants

- Consistent customer experiences

- Increase number of voice-enabled channels

- Increase breadth of use cases supported by voice

"It is very important for us as a brand to engage in such technologies to stay competitive in the market."

Opus Research Survey IoT/Smart Home Industry Respondent

The Business Value of Custom Voice Assistants

Find out how the IoT and Smart Home industry compares to the top brands in 7 other key industries in the Opus Research report, "Global Survey: The Business Value of Custom Voice Assistants."

Read the Report

Learn more about Houndify's independent voice AI platform at **Houndify.com** and register for a free account, or talk to us about how we can help you bring your voice strategy to life.

🎤 **HOUNDIFY**