Voice Shopping Increases Convenience and Customer Loyalty

The continued growth of e-commerce has accelerated innovation in digital experiences. Simultaneously, the exponential growth of voice assistants is driving the demand for voice shopping opportunities.

<table>
<thead>
<tr>
<th>Retailers Voice-Enable a Variety of Devices</th>
<th>Greatest Business Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>93% Mobile app</td>
<td>Controlling brand identity &amp; UX</td>
</tr>
<tr>
<td>38% Smart speaker</td>
<td>Voice e-commerce/shopping</td>
</tr>
<tr>
<td>31% Appliance and smart home devices</td>
<td>Staying competitive</td>
</tr>
<tr>
<td>31% Kiosk</td>
<td>Hygiene &amp; safety</td>
</tr>
<tr>
<td>17% Contact center</td>
<td>Convenience &amp; speed for users</td>
</tr>
</tbody>
</table>

"[Voice AI] gives assurance for better customer service experiences, increased customer satisfaction, and reduced operational costs."

Opus Research Retail Industry Respondent
End-User Benefits of Voice Assistants

- **82%** Customer satisfaction
- **78%** Increased accessibility
- **75%** Better customer experience
- **72%** Hands-free access
- **72%** Faster search via voice

Top Business Functions of Voice Assistants

- Sales
- Customer service
- Store operations
- Marketing & advertising
- Supply chain efficiencies

Omnichannel, multimodal customer experiences dominate voice AI roadmaps. The emphasis on voice ads, voice shopping, and monetization lay the foundation for a future where people can shop anywhere and anytime, hands-free.

Key Elements of a Voice Assistant Strategy

- Consistent brand experience
- Maximum customer convenience
- Voice as part of a multimodal strategy
- Offer Alexa or Google skills
- Maximize accessibility
- Custom, branded voice assistant
- All customer interactions start with voice

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Gaining trust and overcoming customer fears about data privacy are top of mind, driving the growing desire to work with voice AI technology companies offering end-to-end solutions—despite concerns about rapid deployment.

**Top Business Challenges**

- Data privacy & consumer trust
- Uncertainty about role/benefits of voice AI
- Uncertainty about custom assistant vs. Alexa/Google
- ROI/monetization opportunities
- Lack of understanding of customer needs
### Who Builds Your Voice Assistant?

- **52%** Combo: In-house and vendor
- **28%** Voice AI platform vendor
- **15%** Third-party developers

### Voice Investment Considerations

- **55%** Finding an end-to-end solution vendor
- **52%** Priority given elsewhere
- **50%** Fit with long-term roadmap
- **42%** Choosing the right provider
- **38%** Return on investment (ROI)

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### Top Success Metrics for Voice Implementations

- **95%** Repeat usage
- **92%** Accuracy & speed
- **92%** Customer satisfaction
- **92%** Increase engagement
- **92%** Increase revenue

### Future of Voice AI

- Consistent customer experiences
- Increase number of voice-enabled channels
- Increase awareness, adoption & engagement

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“Voice assistants help in satisfying customers’ real time needs.”  
Opus Research Retail Industry Respondent
In the future, retailers want to grow their user experiences across channels and provide a consistent voice experience at every touchpoint. Common challenges include the need for frequent iteration.

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**Top 3 Challenges Implementing Voice AI**

- **42%** Quick start and rapid deployment
- **40%** Need for continuous improvement
- **32%** Increasing user adoption/education

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“This new technology is going to be user-friendly and more reliable as customers will be aware of all their expenses in real-time.”

*Opus Research Retail Industry Respondent*

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**The Business Value of Custom Voice Assistants**

Find out how the retail 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](#)

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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.