Contact Centers and Mobile Apps Get a Boost from Voice AI

The promise of a voice AI-powered contact center has not yet fully breached traditional IVR infrastructure. Meanwhile, telecom leaders are planning to automate customer service centers and create omnichannel experiences that augment human agents and improve customer experiences.

Where are Voice Assistants Deployed?

- **67%** Mobile app
- **48%** Contact center
- **48%** Appliance & smart home devices

Business Functions of Voice Assistants

- **96%** Customer service
- **44%** Sales
- **33%** Operations

Voice Assistant Strategy

- Consistent brand experience
- Maximum convenience
- Offer Alexa or Google skills
- Maximize accessibility
- All customer interactions start with voice
“As we enter this new age it's important to deliver modern products that are seamlessly integrated into today's generation of smart home ecosystem—while offering enhanced functionalities.”

*Opus Research Survey Telecom Respondent*

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**Business Value of a Voice Assistant**
- Convenience and speed for users
- Improve customer support
- Increase customer loyalty

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**Top End-User Benefits**
- **83%** Better customer experience
- **65%** Increased accessibility
- **62%** Customer satisfaction

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Providing superior customer service includes gaining trust and delivering the fastest, most accurate voice experience possible. To do that, business leaders are looking for custom voice assistant solutions, including a branded wake word.

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**Top 3 Business Challenges for Voice Implementation**
- **60%** Security, data privacy, consumer trust
- **50%** Uncertainty about the role/benefits of voice AI
- **40%** Uncertainty about custom assistant vs. Alexa/Google

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**Success Metrics for Voice Assistants**
- Accuracy and speed
- Customer satisfaction
- Net Promoter Score
- Resolution rate
- Increase engagement
90% of respondents feel the inclusion of a custom wake word is important.

Motivated by the desire for control over user data and opportunities for personalization and monetization, telecom companies are creating partnerships with voice AI platform providers to develop and deploy custom voice assistants.

Top 5 Challenges Implementing Voice AI

- Profitability & monetization opportunities
- General concerns about privacy laws
- Quick start & rapid deployment
- Need for continuous improvement
- Recession/uncertain global economics 2021

Who is Building Your Voice Assistant?

- 42% Combination of an in-house team & third party
- 25% Voice AI platform vendor

Despite challenges, business leaders are seeking voice AI partnerships with technology companies that not only provide end-to-end solutions, but help determine a voice roadmap and surface possible monetization opportunities.

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Voice Investment Considerations

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

46% of respondents plan to invest to voice ads/shopping

Who Owns the Budget and Decisions?

- 50% R&D/Innovation Team
- 25% Product/Engineering Team

"[Voice Assistant Interfaces] will not only be preferred by the consumers but it will also empower a new digital economy era for brands and organizations."

Opus Research Survey Telecom Respondent

88% of respondents feel monetization is important when compared to other goals
Future Outlook for Voice

- Consistent customer experiences
- Increase number of voice-enabled channels
- Increase awareness, adoption & engagement
- Find ways to monetize voice solutions
- Expand voice into multimodal experience

The Business Value of Custom Voice Assistants
Find out how the telecom 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.