

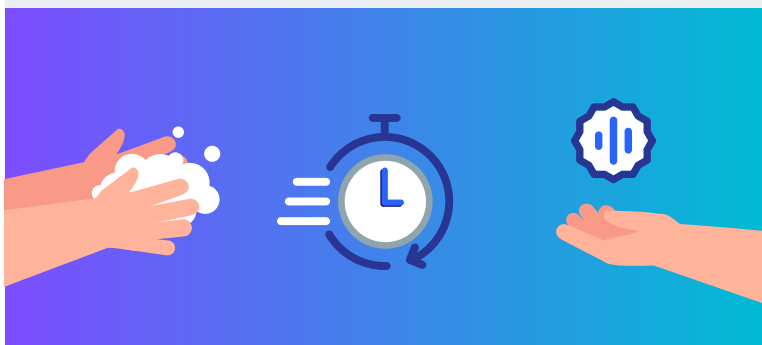
Hygiene and Safety Spur Voice Assistant Adoption in QSRs

Consumer demand for convenient, touchless interactions has sparked the rapid adoption of voice AI solutions and closely linked hygiene and safety with customer satisfaction. In fact, several large chains have already implemented voice ordering solutions and more are piloting programs.



Greatest Business Value From a Voice Assistant

- Hygiene and safety
- Convenience and speed for users
- Controlling brand identity and UX



Top 5 End-User Benefits of Voice AI



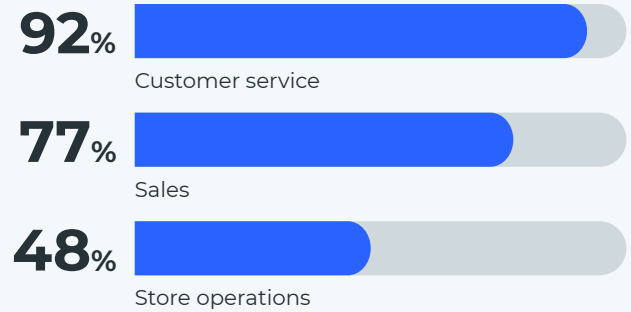
“Voice and natural language have become a necessity for gaining customer confidence and also a necessity for the survival of the business.”

Opus Research Survey QSR Industry Respondent

How do You Measure the Success of Voice Assistants?

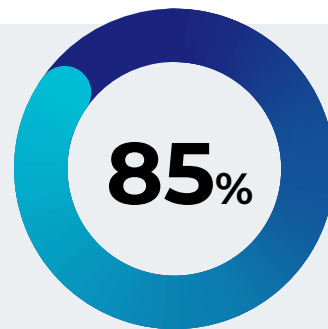
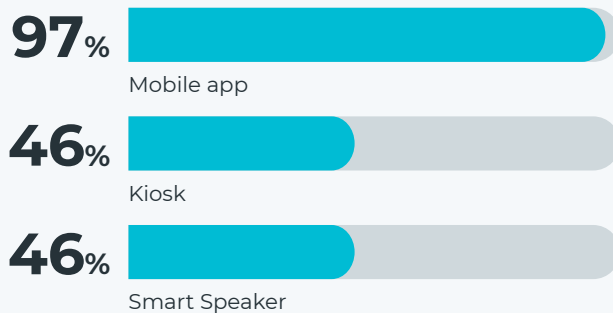
- Accuracy and speed
- Net Promoter Score
- Resolution rate
- Customer satisfaction
- Increase engagement

Top 3 Business Functions of Voice Assistants



QSRs are moving beyond mobile apps to make food ordering on-premise as easy and hands-free as it is from home. Business leaders are seeking to control brand identity with a custom wake word.

Where Voice Assistants are Deployed



of respondents say that a custom wake word is very important



Monetization through voice ads, voice-enabled shopping and other methods are of the utmost importance to restaurateurs.

75%

of respondents plan to invest in voice ads/shopping

75%

feel monetization is most important as compared to other goals, like brand awareness and increased convenience

Uncertainty lingers over implementing a voice technology strategy that meets corporate needs while satisfying customer demands for safety and convenience.

Top 3 Business Challenges of Creating a Voice Strategy

- Security, data privacy, consumer trust
- Uncertainty about the role/benefits of voice AI
- Uncertainty about custom assistant vs. Alexa/Google

Voice Investment Considerations



“Voice AI enables quicker customer service experience that allows customers to speak an order and also quickly add items to the cart. Quicker service results in better customer satisfaction.”

Opus Research Survey QSR Industry Respondent

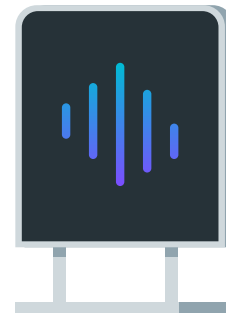
Despite challenges and an uncertain economic future, the outlook for voice experiences includes increasing use cases and establishing omnichannel experiences—giving voice assistants the power to be the voice of the brand.

Top 3 Implementation Challenges



Future Outlook for Voice

- Increase number of voice-enabled channels
- Increase breadth of use cases
- Expand into multi-modal experience
- Consistent customer experiences
- Gather more user data to inform company roadmap



The Business Value of Custom Voice Assistants

Find out how QSRs and fast casual restaurants compare 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](https://www.houndify.com) and register for a free account, or [talk to us](#) about how we can help you bring your voice strategy to life.

