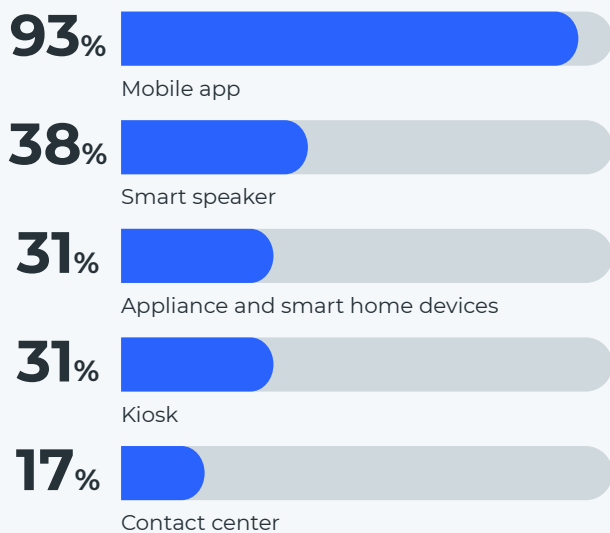


Voice Shopping Increases Convenience and Customer Loyalty

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.



Retailers Voice-Enable a Variety of Devices



Greatest Business Value

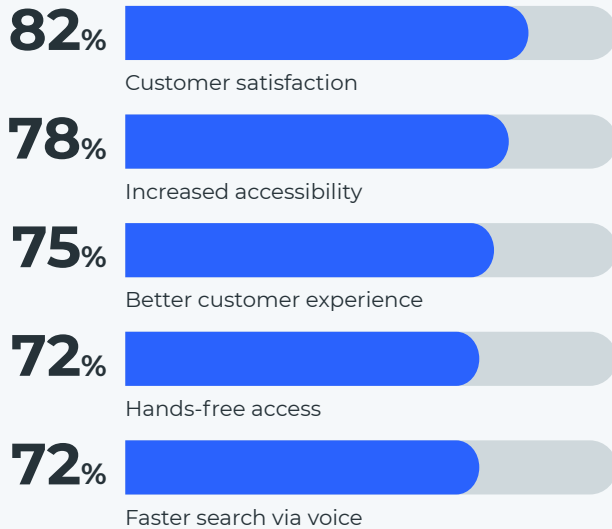
- Controlling brand identity & UX
- Voice e-commerce/shopping
- Staying competitive
- Hygiene & safety
- Convenience & speed for users



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

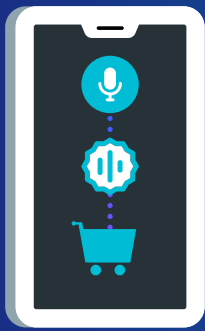
Opus Research Retail Industry Respondent

End-User Benefits of Voice Assistants



Top Business Functions of Voice Assistants

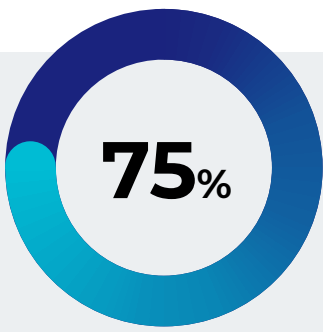
- Sales
- Customer service
- Store operations
- Marketing & advertising
- Supply chain efficiencies



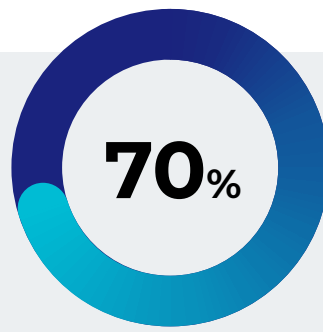
Omnichannel, multimodal customer experiences dominate voice AI roadmaps. The emphasis on voice ads, voice shopping, and monetization lay the foundation for a future where people can shop anywhere and anytime, hands-free.

Key Elements of a Voice Assistant Strategy

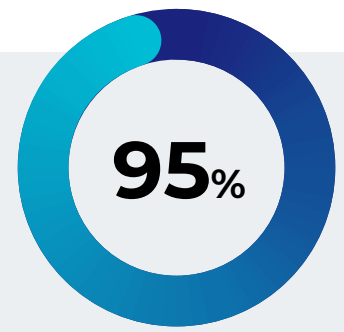
- Consistent brand experience
- Offer Alexa or Google skills
- All customer interactions start with voice
- Maximum customer convenience
- Maximize accessibility
- Voice as part of a multimodal strategy
- Custom, branded voice assistant



of respondents have plans to invest in voice ads/shopping



agree that monetization is a very important aspect of their voice solution



of those surveyed feel a custom wake word is very important

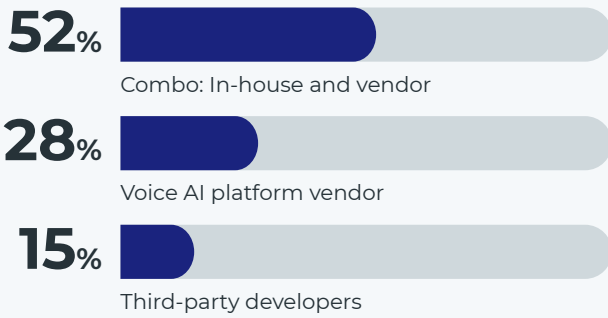
Gaining trust and overcoming customer fears about data privacy are top of mind, driving the growing desire to work with voice AI technology companies offering end-to-end solutions—despite concerns about rapid deployment.



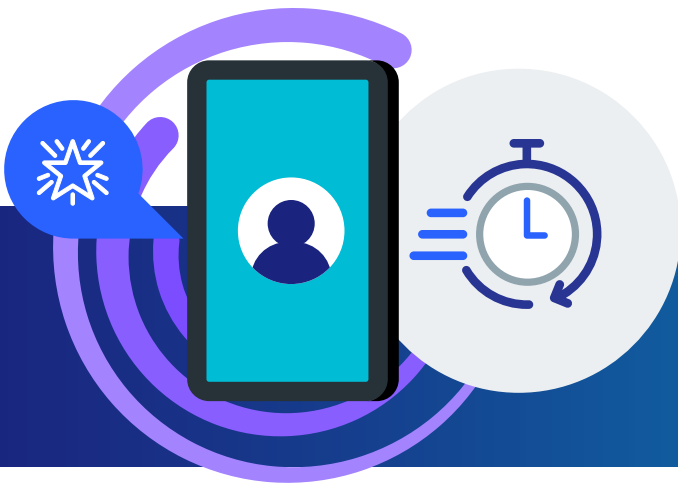
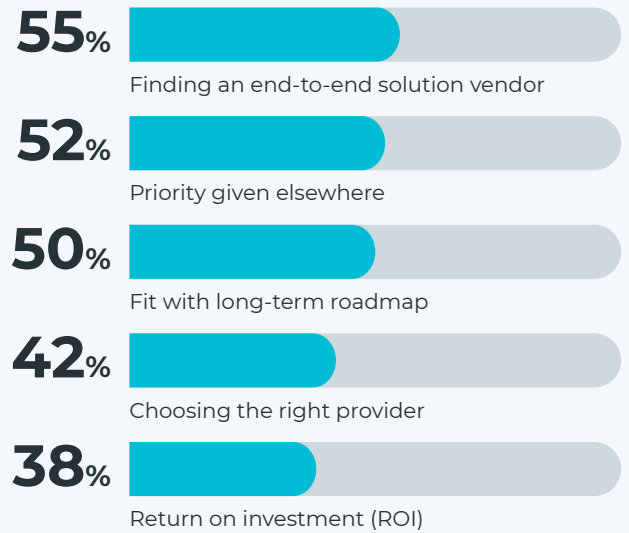
Top Business Challenges

- Data privacy & consumer trust
- Uncertainty about custom assistant vs. Alexa/Google
- Lack of understanding of customer needs
- Uncertainty about role/benefits of voice AI
- ROI/monetization opportunities

Who Builds Your Voice Assistant?



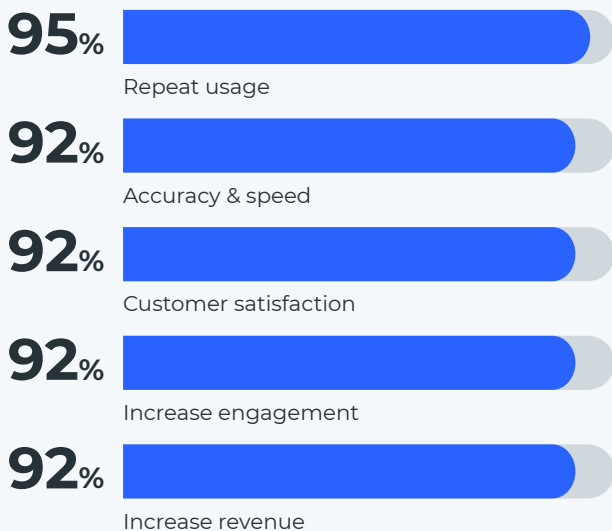
Voice Investment Considerations



“Voice assistants help in satisfying customers' real time needs.”

Opus Research Retail Industry Respondent

Top Success Metrics for Voice Implementations



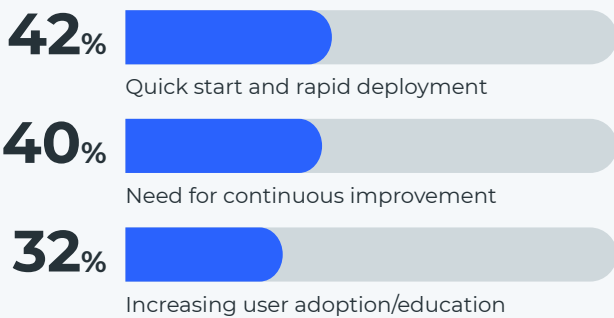
Future of Voice AI

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

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.



Top 3 Challenges Implementing Voice AI



“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

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](#)

Learn more about Houndify’s independent voice AI platform at [Houndify.com](https://houndify.com) and register for a free account, or [talk to us](#) about how we can help you bring your voice strategy to life.

