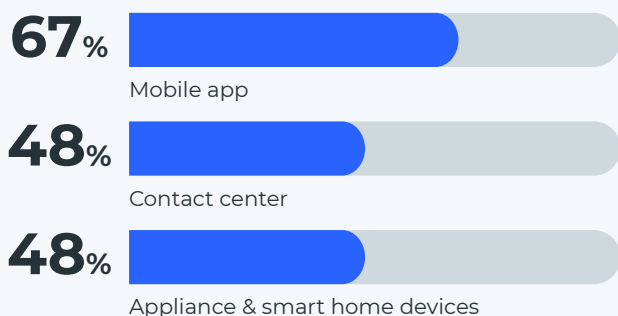


Contact Centers and Mobile Apps Get a Boost from Voice AI

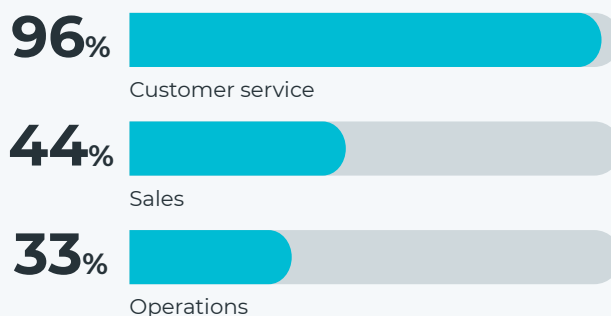
The promise of a voice AI-powered contact center has not yet fully breached traditional IVR infrastructure. Meanwhile, telecom leaders are planning to automate customer service centers and create omnichannel experiences that augment human agents and improve customer experiences.



Where are Voice Assistants Deployed?



Business Functions of Voice Assistants



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

Business Value of a Voice Assistant

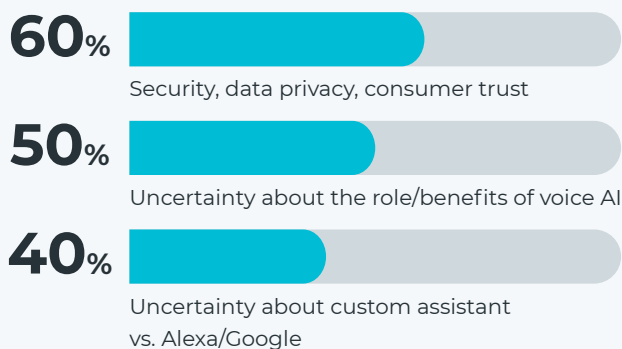
- Convenience and speed for users
- Improve customer support
- Increase customer loyalty

Top End-User Benefits



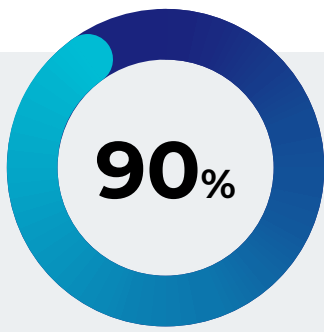
Providing superior customer service includes gaining trust and delivering the fastest, most accurate voice experience possible. To do that, business leaders are looking for custom voice assistant solutions, including a branded wake word.

Top 3 Business Challenges for Voice Implementation



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

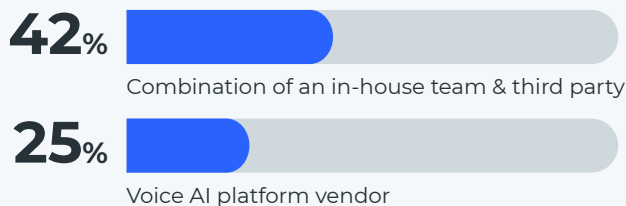
Motivated by the desire for control over user data and opportunities for personalization and monetization, telecom companies are creating partnerships with voice AI platform providers to develop and deploy custom voice assistants.



Top 5 Challenges Implementing Voice AI

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

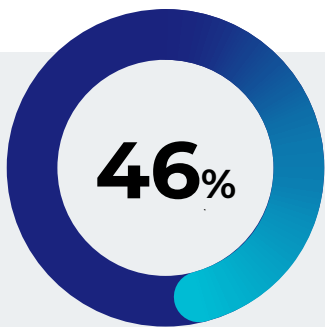
Who is Building Your Voice Assistant?



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.

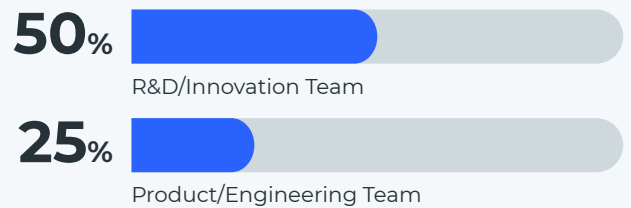
Voice Investment Considerations

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



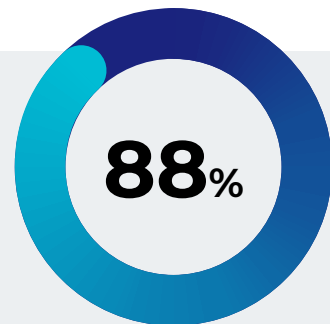
46% of respondents plan to invest in voice ads/shopping

Who Owns the Budget and Decisions?



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



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](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.

