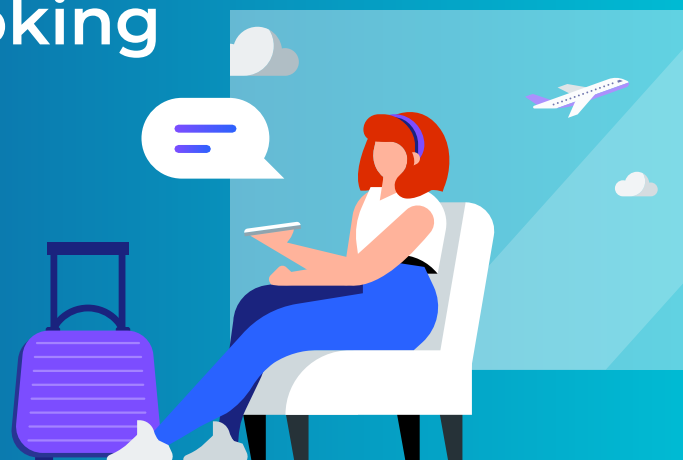
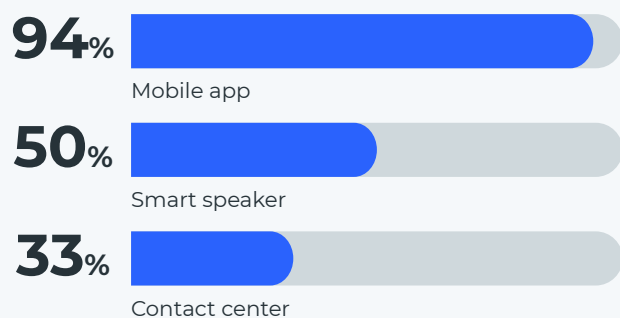


# Custom Voice Experiences Deliver Convenient Travel Booking

Consumers are increasingly in search of travel deals on the internet through mobile phones, call centers, and smart speakers, and travel companies are looking for ways to improve customer service and convenience at every touch point via voice experiences.



## Where Voice Assistants are Deployed



## Top Business Functions of Voice Assistants

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

“The coming years are driving towards AI and VR technology, which should be beneficial for the easy flow of business to customers and to companies as well.”

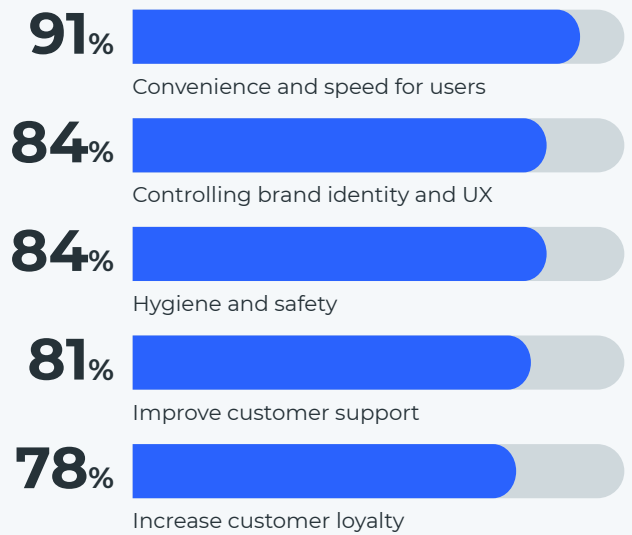
**Opus Research Survey**  
**Transportation Respondent**



## End-User Benefits From Voice Assistants

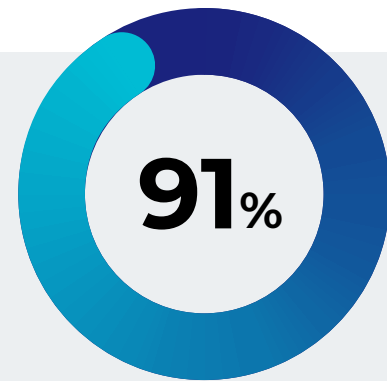
- Better customer experience
- Customer satisfaction
- Increased accessibility
- Ask for things more naturally
- Shorter customer service wait times

## Top Business Value



The road to consistent brand experiences and greater convenience and accessibility begins with customized voice assistants equipped with branded wake words—delivering the greatest convenience, speed, and brand differentiation—while addressing the growing demand for touchless interactions.

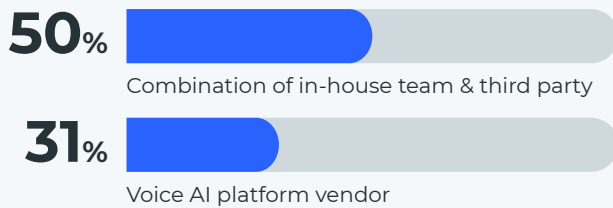
## Voice Assistant Strategy



of respondents feel a custom wake word is important

Omnichannel voice solutions require custom assistants that meet company goals and deliver speed and accuracy. Turning to vendors with advanced technology indicates an urgency to deliver the smartest voice AI possible.

### Who is Building Your Voice Assistant?



### Voice Investment Considerations

- Finding an end-to-end solution
- Long-term roadmap fit
- Priority given to other technologies
- Choosing best voice AI platform provider



Uncertainty around the roles and benefits of voice assistants will fade as improved customer satisfaction scores and tangible monetization opportunities deliver ROI for those companies already implementing custom voice solutions in at least one channel.

### Top 3 Business Challenges of Creating a Voice Strategy



Security, data privacy, consumer trust



Uncertainty about the role/benefits of voice AI



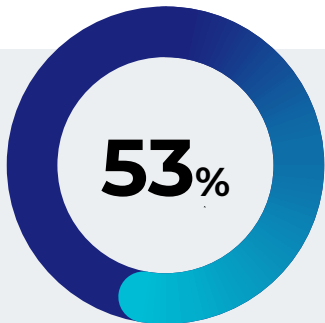
Uncertainty about custom assistant vs. Alexa/Google

### Top Success Metrics for Voice Assistants

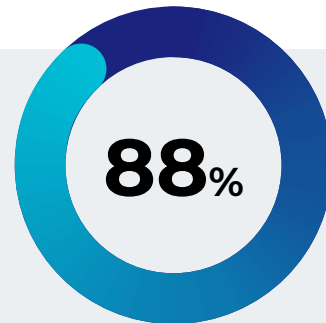
● Accuracy and speed

● Net Promoter Score (NPS)

Future outlooks include all customer interactions beginning with voice and more opportunities to complete transactions and monetize voice experiences with voice ads and shopping.



of transportation leaders plan to invest in voice ads/shopping



of respondents feel monetization is important when compared to other goals

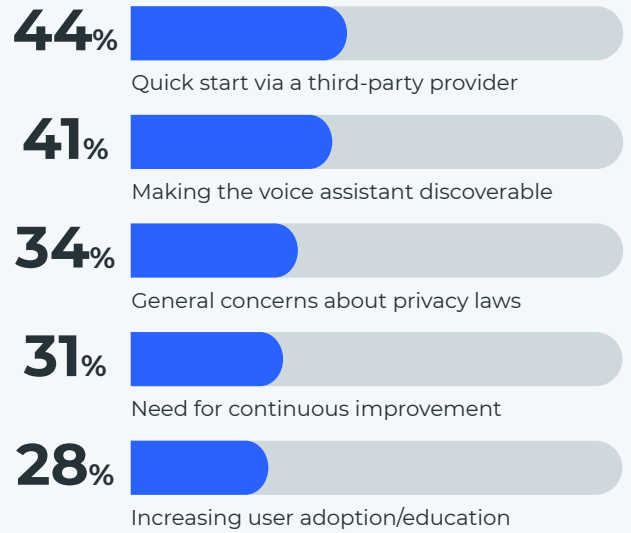
“Better personalized customer services increases customer loyalty.”

Opus Research Survey Transportation Respondent

## Future Outlook for Voice Assistants

- Consistent customer experiences
- Increase number of voice-enabled channels
- Custom voice assistant

## Top 5 Challenges Implementing Voice AI



## The Business Value of Custom Voice Assistants

Find out how the transportation 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.

