



Talk: Covid-19, The fast-track to voice revolution  
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*'The brands and organisations that embrace voice technology will be the ones that survive and thrive.'*



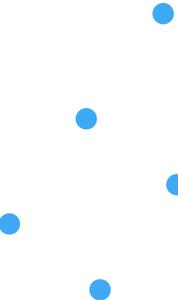
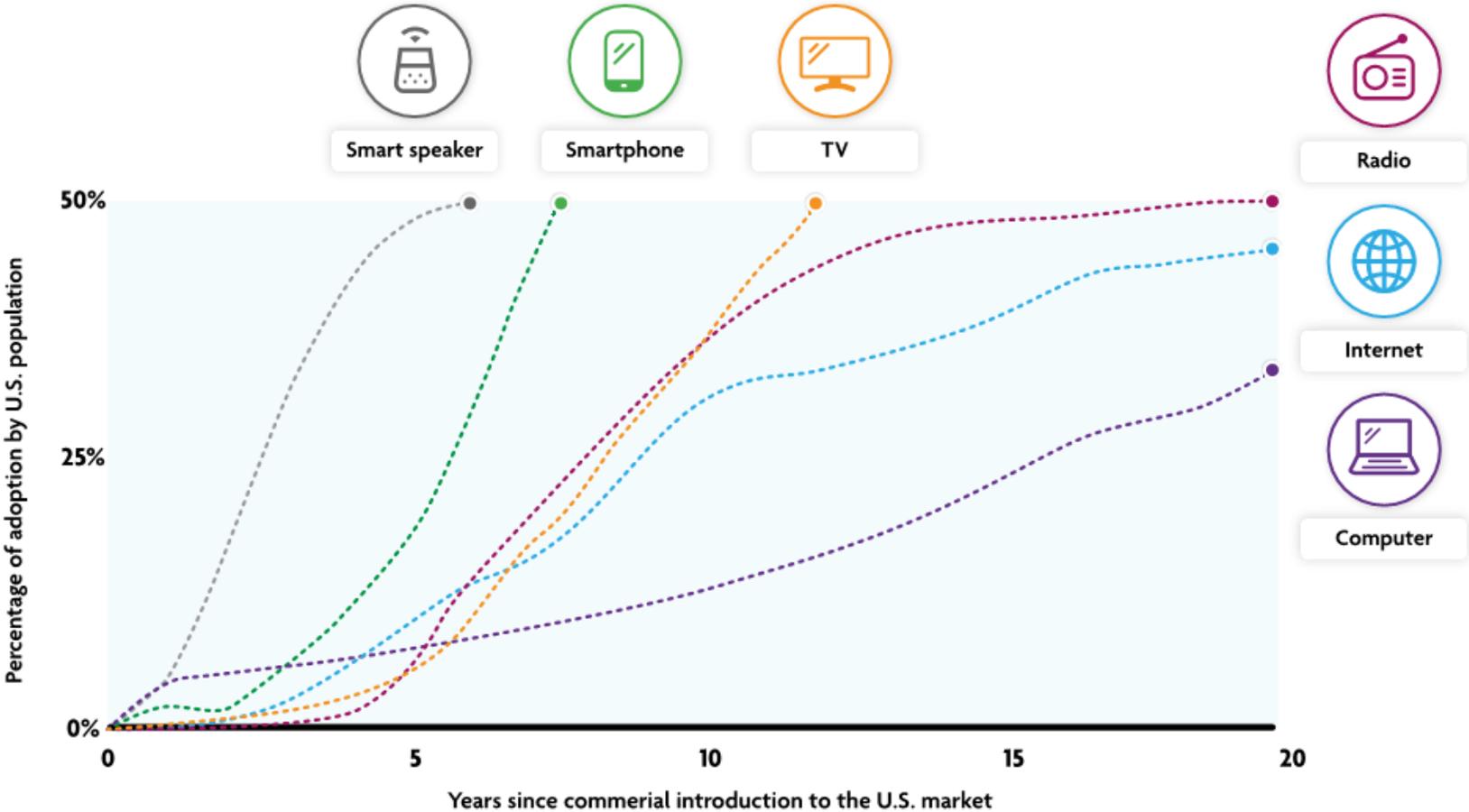
# What is voice?

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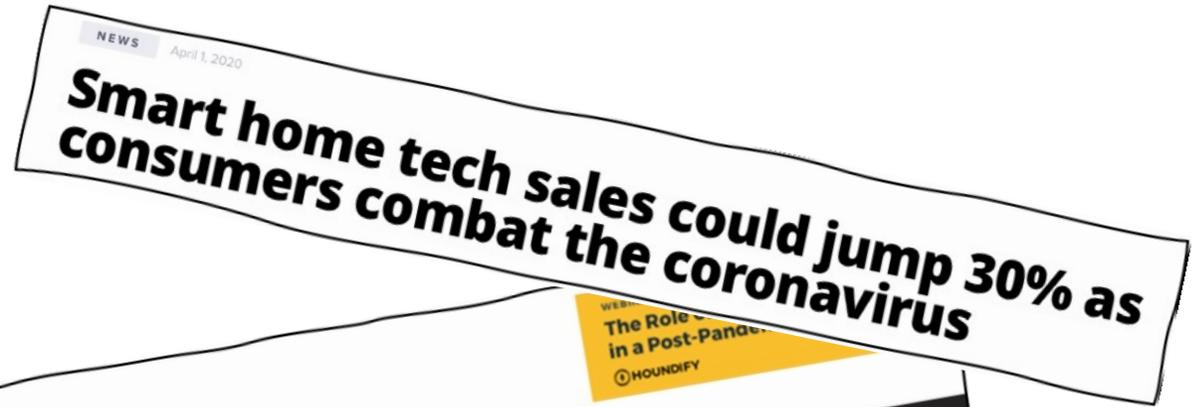
Voice is any interaction that allows you to control a computer program with **natural speech.**



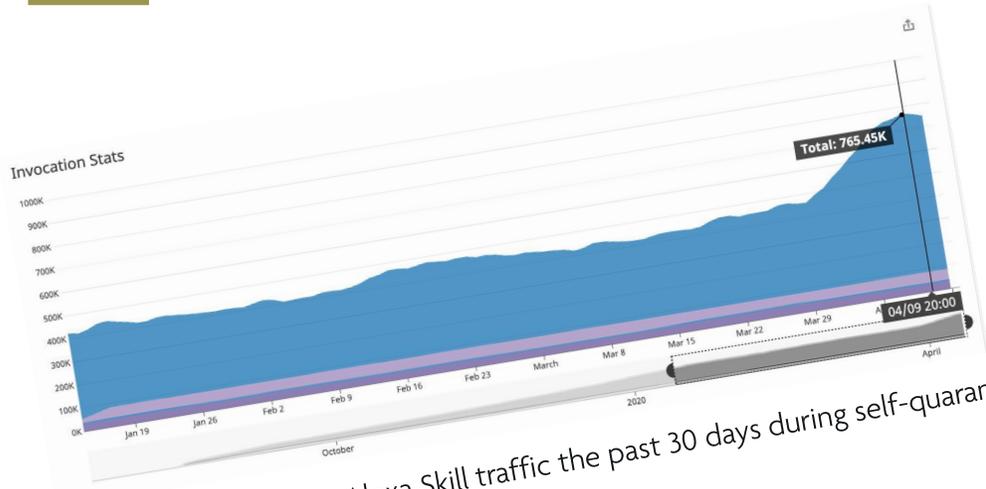
# Set to be the fastest adopted technology



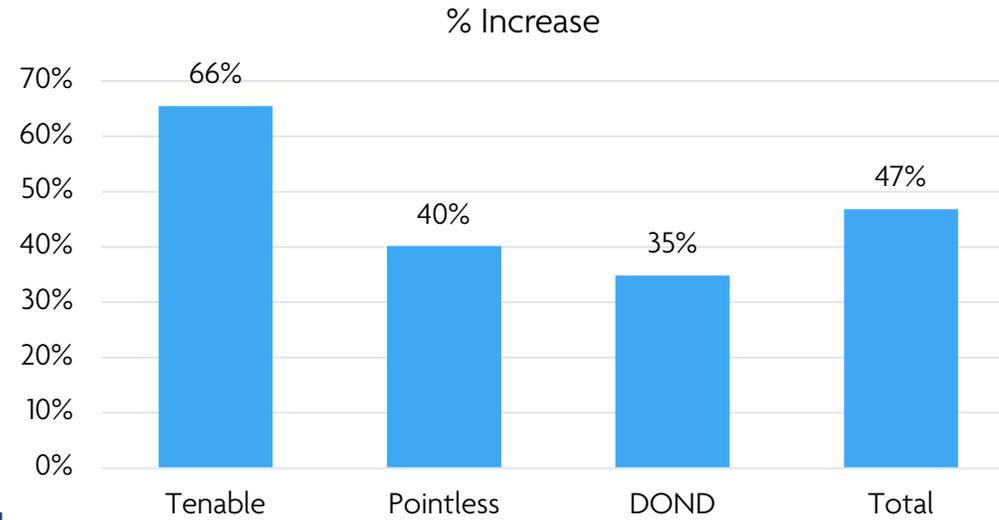
# We're on a fast-track to adoption



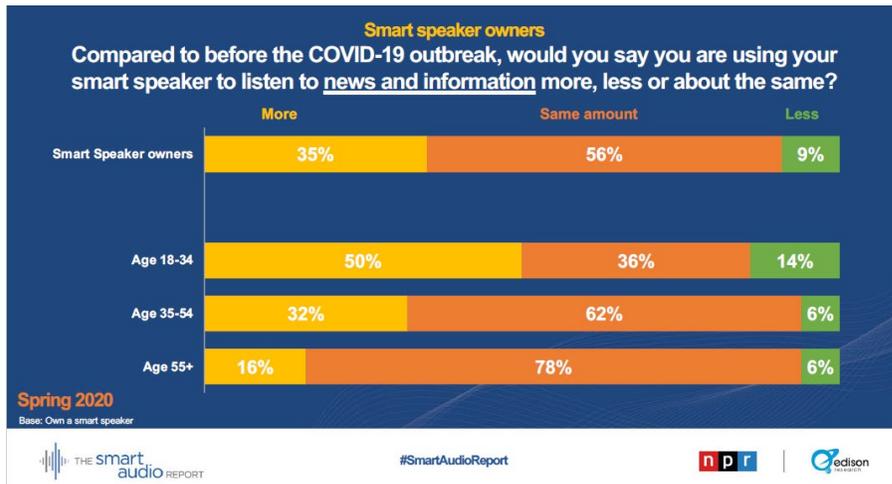
# And increased engagement



Almost a 100% increase in Alexa Skill traffic the past 30 days during self-quarantine.



Skill Sessions  
3 Weeks Post Lockdown



# Voice is the germaphobe's friend



**METRO** NEWS... BUT NOT AS YOU KNOW IT

NEWS SPORT ENTERTAINMENT SOAPS LIFESTYLE PLATFORM VIDEO MORE

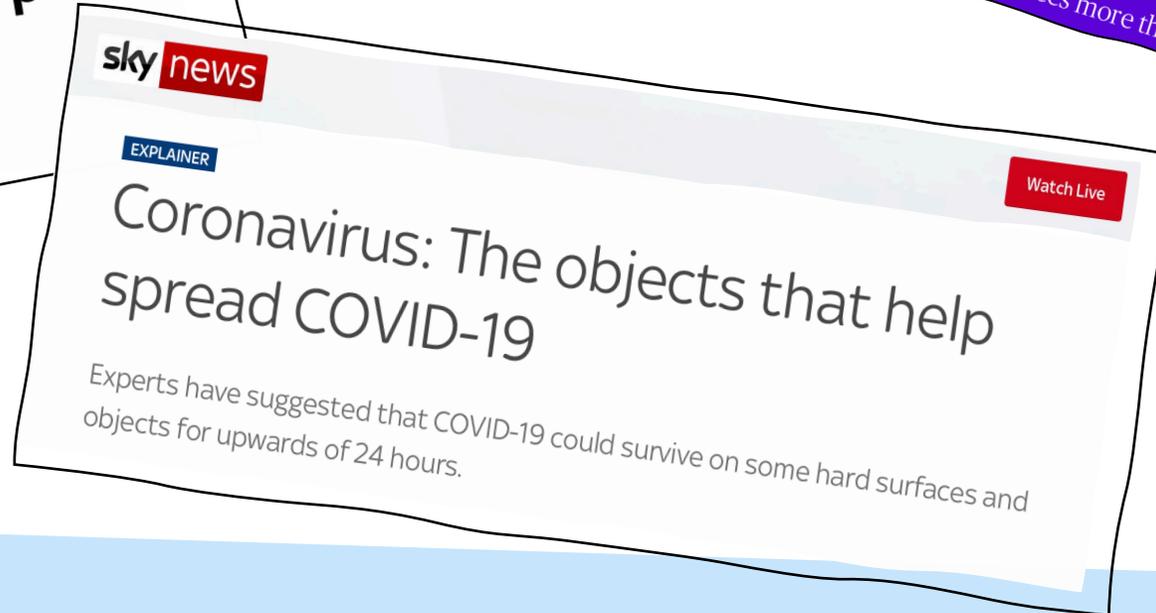
CORONAVIRUS UK WORLD WEIRD TECH

## Coronavirus can survive on your phone for a week

[View 7 comments](#)

**Can't put down the phone? How smartphones are changing our brains – and lives**

One study showed Americans touch their mobile devices more than 2,600 times a day.



sky news

EXPLAINER

## Coronavirus: The objects that help spread COVID-19

Experts have suggested that COVID-19 could survive on some hard surfaces and objects for upwards of 24 hours.

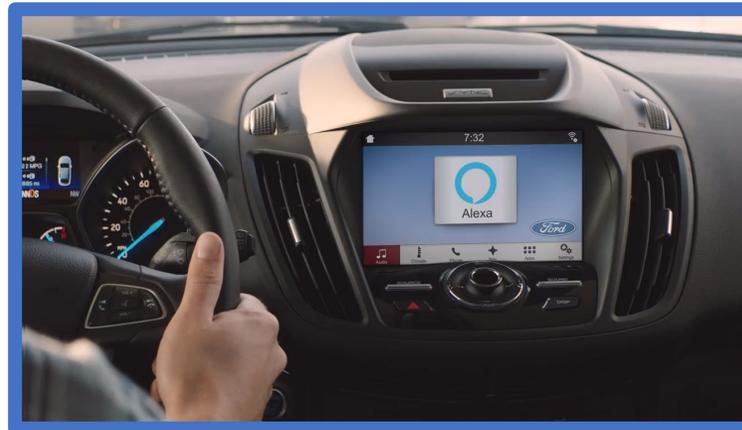
Watch Live



# Consumers will look to voice for protection



In the home



In the car



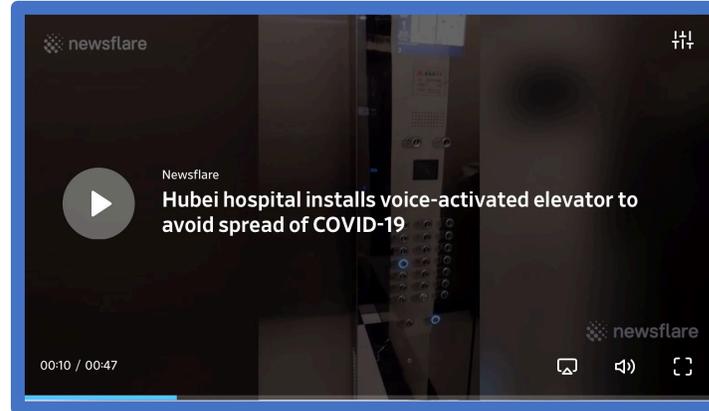
Walking down the street



# They will expect to be kept safe



Hospitality



Health



Retail



Education



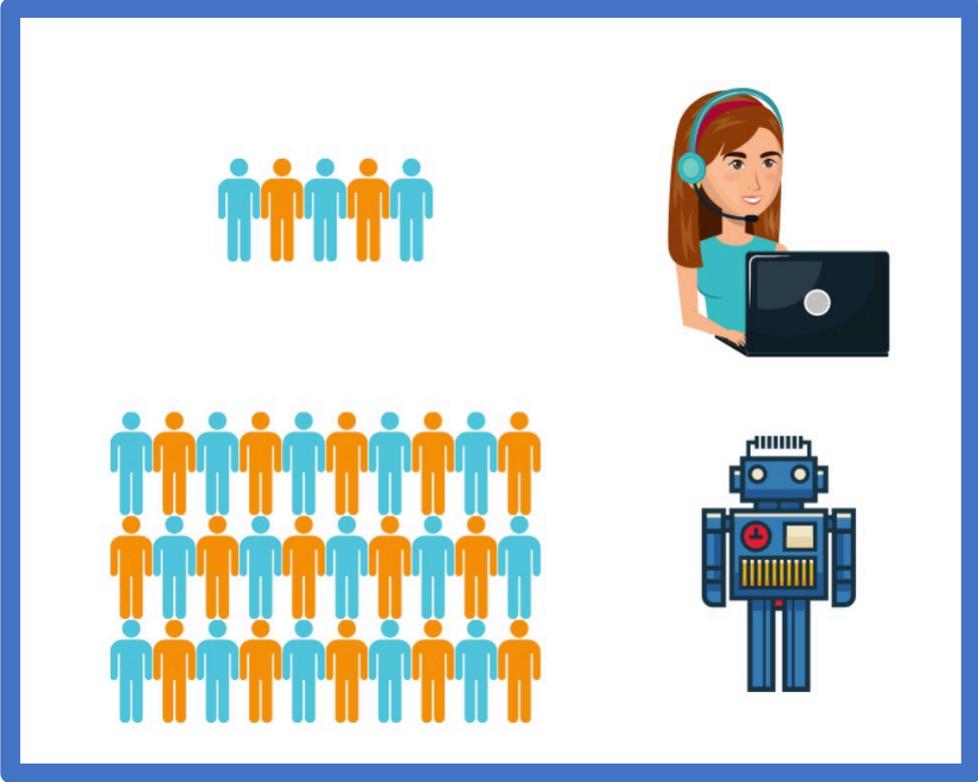
Entertainment



FMCG



# On top of quick, efficient, friendly service



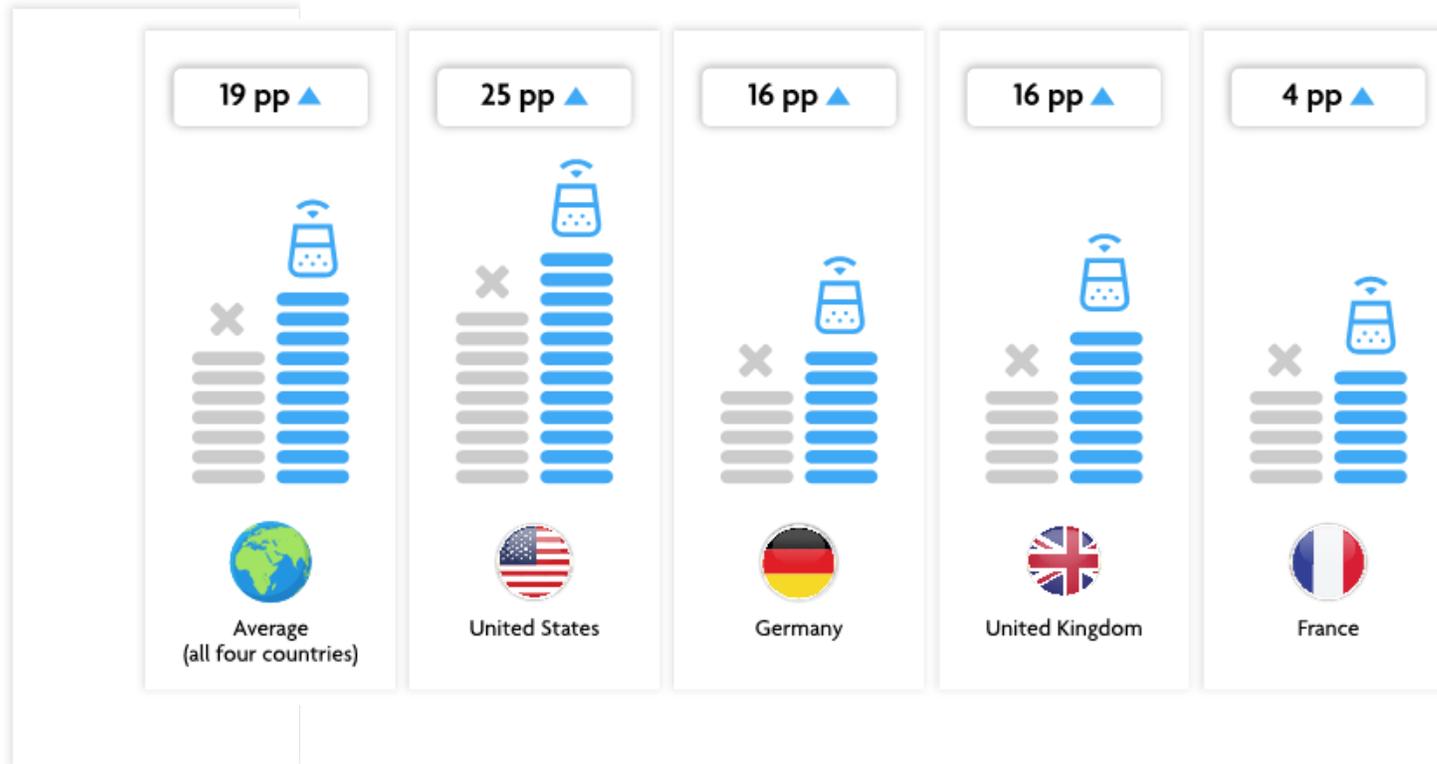
# Brands will need strong engagement with consumers

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# Engagement through voice

Results from a recent survey by Capgemini showed that companies and brands that are using voice to engage with their customers are winning.



**Figure 14.** Providing a voice assistant to consumers elevates a brand's NPS® by nearly 20 points for voice assistant users.

Change in NPS® for brands that provide a voice assistant over brands that do not – by country.

- NPS® without voice assistants (from users)
- NPS® with voice assistants (from users)

PP = percentage points

Source: Capgemini: Conversational Commerce, Why consumers are embracing voice assistants in their lives



# Preference for voice

The survey also showed that consumers preferred voice assistants over web or app interaction for a variety of reasons.

I would prefer a voice assistant over a website or an app because:

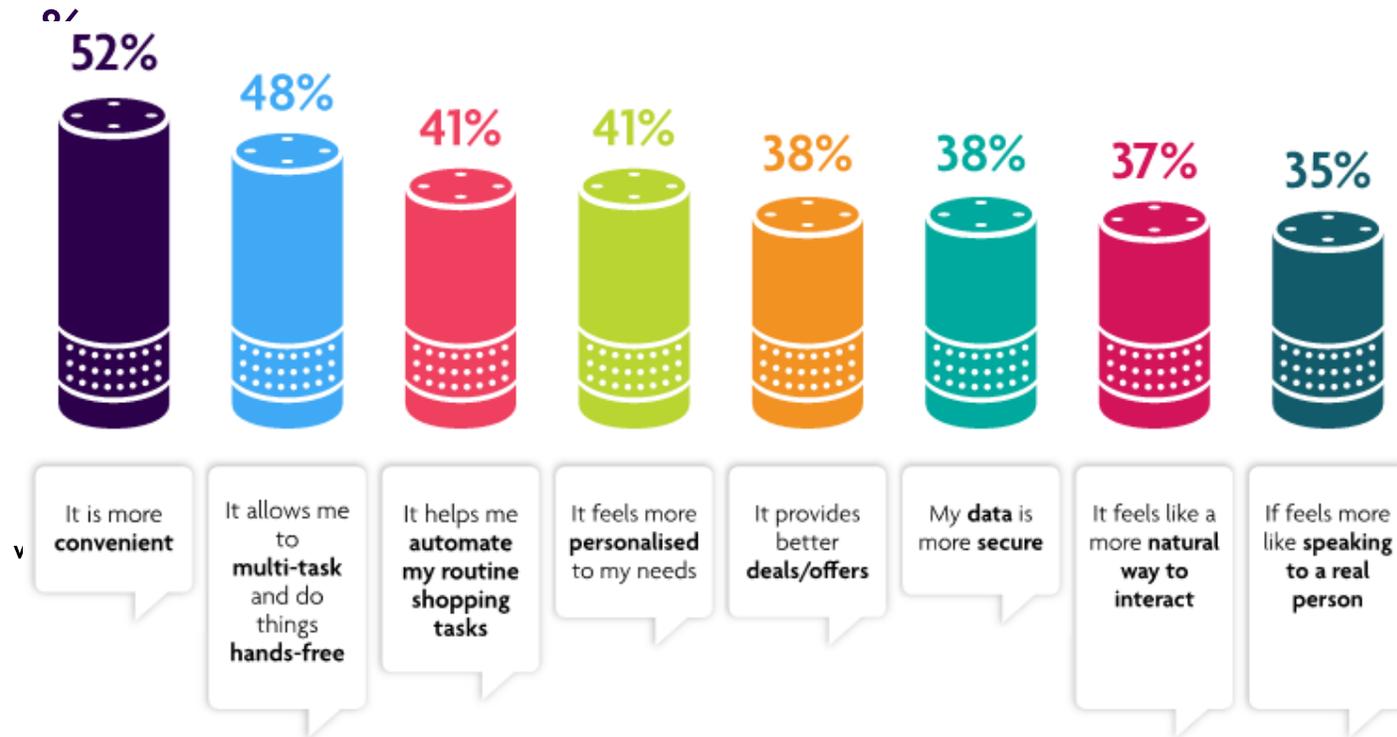


Figure 14. Convenience and ability to multi-task top the list of reasons for preferring voice assistants over websites and apps

Source: Capgemini Digital Transformation Institute, Conversational Commerce Survey, October-November 2017, N=5,041 consumers in the US, UK, France, and Germany



# And they'll need a voice search presence

55% of teenagers are using voice search daily basis

Google study

60% of smartphone users have tried voice search at least once in the past 12 months

Quoracreative

Nearly 50% using voice for web search

Adobe report



*If they get it right and embrace voice technology, they will have a much better chance of surviving and thriving.*



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