

Dynamics of E-commerce in the Era of Voice Intelligence

Anil Yadav

Principal Engineer

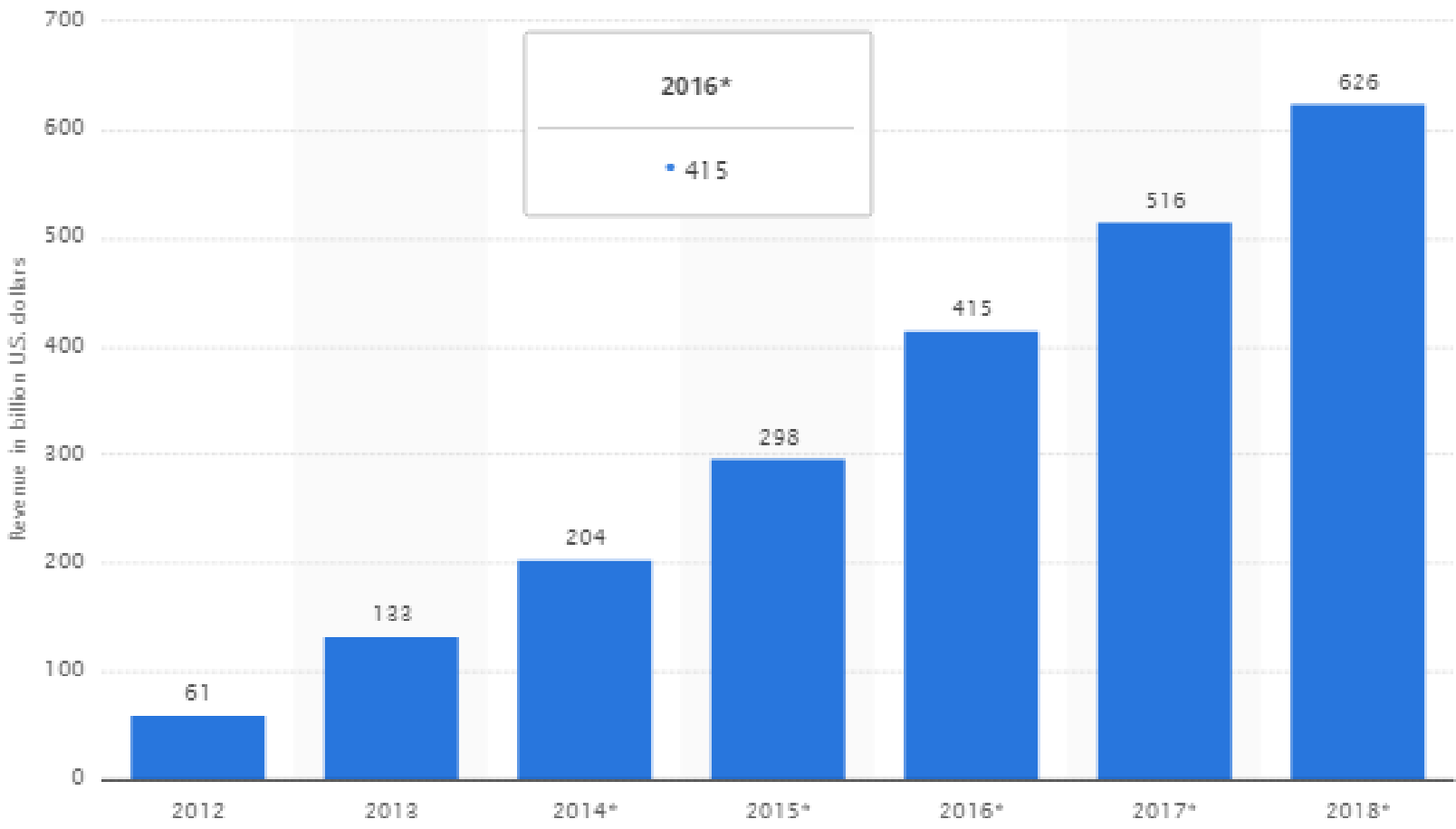
Samsung Electronics America

Online shopping trend



- Handling of Purchase with Mobility is becoming key attribute for Online Shopping

Global mobile retail commerce revenue from 2012 to 2018



Challenges in e-commerce / m-commerce

- Right product search from multiple vendors
- Product comparison involves multiple steps
 - Not Supported in Few Cases
- High time spending in arriving to deal closure

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- Complex Filtering to combine Multiple Requirements or Interests
 - LED TV size between 40 to 50 inch, cost below 500 USD with customer rating above 4 and from Samsung
 - And also with 3D feature
- Depth & Width based search
 - Can I search particular product in one vendor and pass on the requirements to different vendor?

Voice Commerce – Simplify Intent to Purchase

Enhanced Search

- Natural Interactions
- Filtering by Voice

“Any deals on sunglasses?”

“Add this to my shopping bag”

Ease Order Placement

- Voice based Data entry
- Quick product comparison

“Pay this with Samsung Pay”

Quick Purchase

- Samsung Pay
- Ease order follow-up

Voice Commerce – Key Focus Areas

Filtering & Complex Search

“Show me only in red color”

“Show me product around \$500”

“Show dresses on sale items with free shipping”

Custom search

“Find birthday gift for my wife”

Comparison

“How much is this on Amazon?”

“Show this for Sony brand?”

Shortlisting

“Add this to my shopping bag”

“Favorite this”

“Add this to my wishlist”

Find deals

“Any deals on sunglasses?”

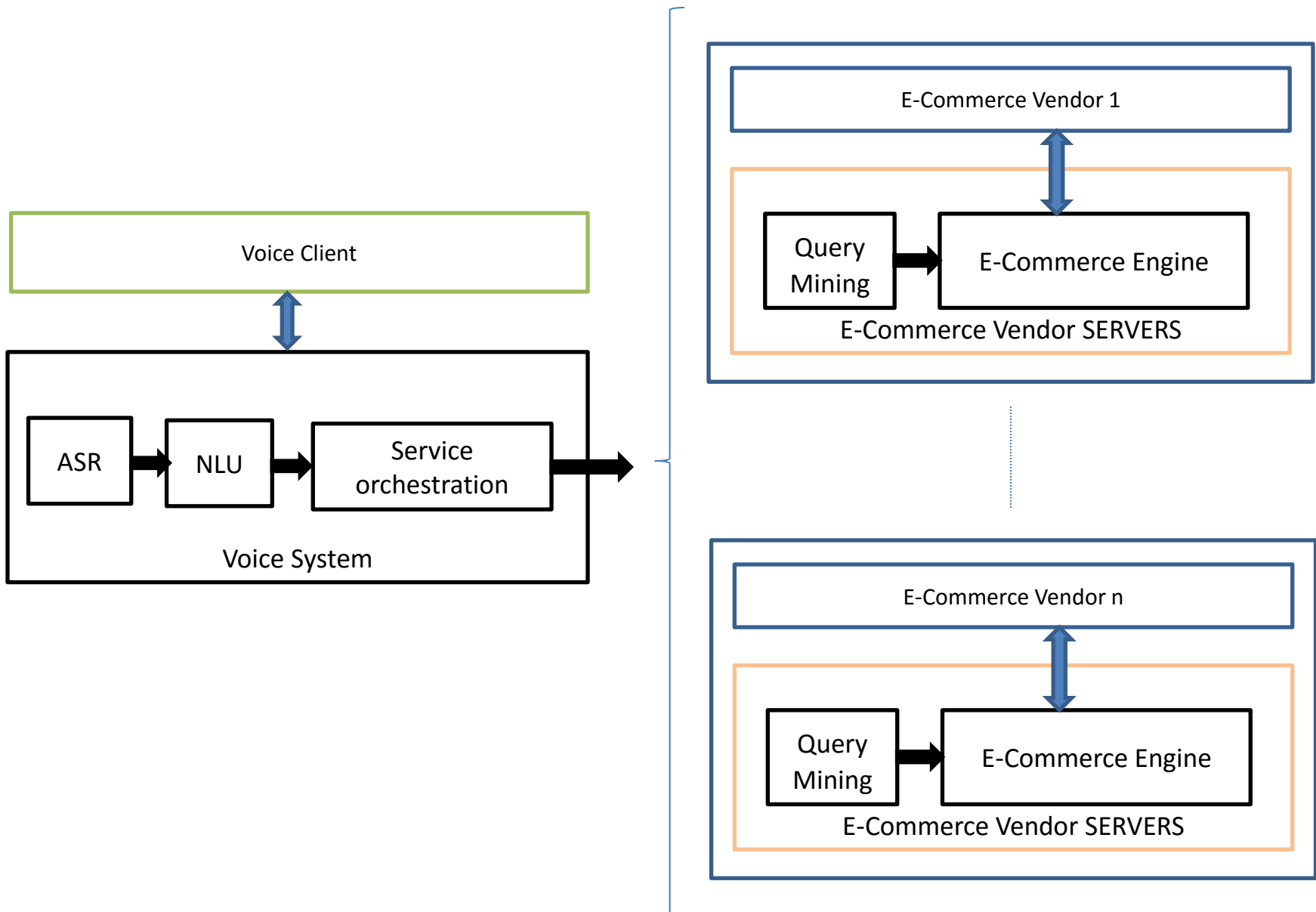
“When is the end of season sale?”

“Any offer on this item?”

Buy

“Pay this with Samsung Pay”

Voice Commerce – Architecture



SIMPLIFY PURCHASE
REDUCE STRESS
ENGAGE MORE