



Virtual Business Assistants

Bachir Halimi

Mobile Voice Conference

**March 3-5, 2014
San Francisco, CA**

VBAs vs GPAs

Virtual Business Assistants



- Act as executive assistants
- Focus on business needs



General Purpose Assistants

- Act as everyday assistants
- Everything for everybody



Technology Meets Demand

Business Needs

- Need Anytime Access to Office
- Need Productivity Everywhere
- New Driver Safety Laws

Technology Ready

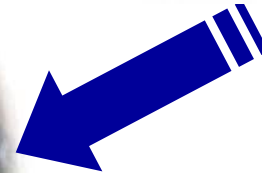
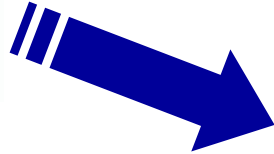
- Better Speech technologies with NLU
- Flexible IP Telephony
- Open Data Access & Web services

Like Real Assistants, VBAs ...



- Know their "boss" and their preferences
- Connected on the same phone system as the boss
- Have access to the boss's communications
- Know their boss's whereabouts
- Know their boss's contacts & colleagues
- Know their boss's private phone numbers

What Can VBAs Do?

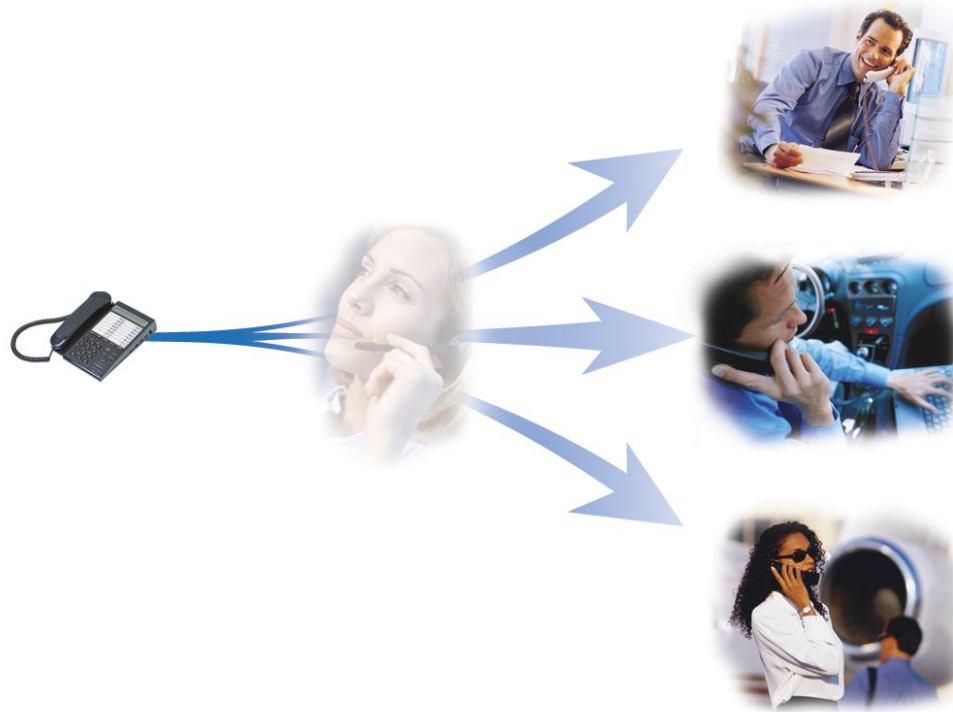


**Answer
People Who
Call You**

**Assist You
When You
Call**

**Remind You of
Important
Things**

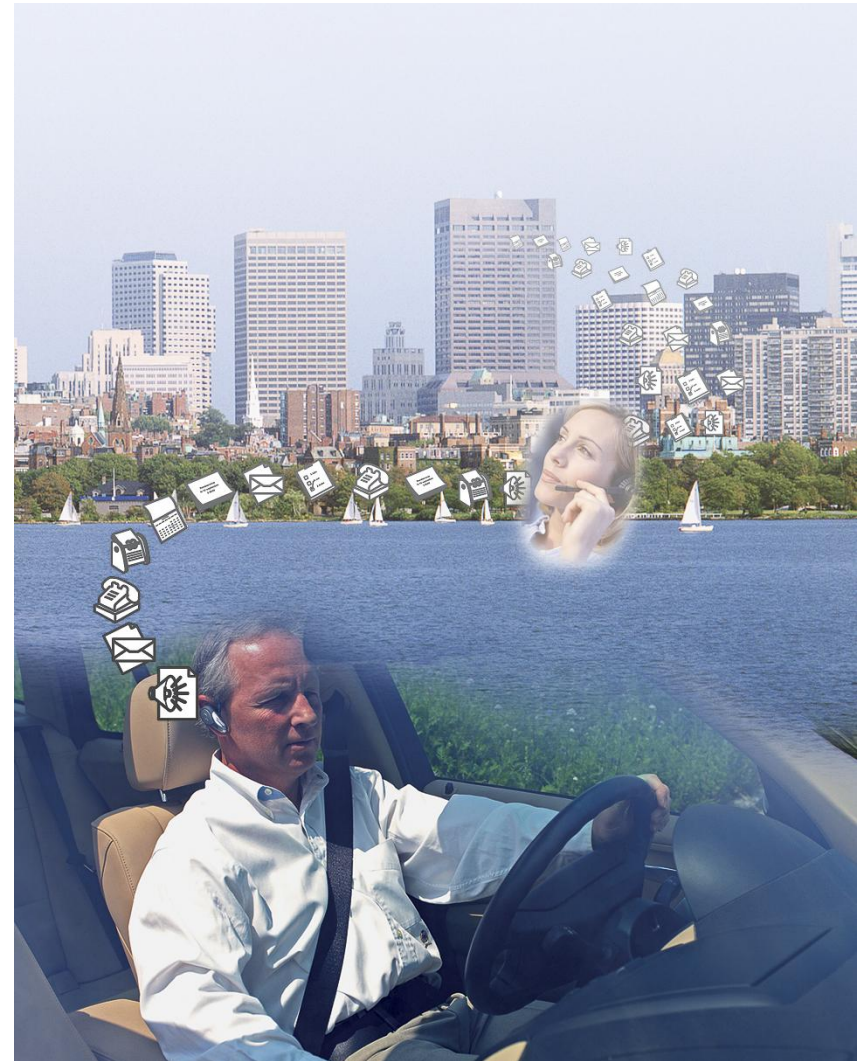
Answer People Who Call You



- Speech Attendant for Organizations
- Name and Service Recognition
- Intelligent Call Filtering & Forwarding

Help You When You Call

- Call Contacts
- Dial Numbers
- Read & Send Mail
- Check Calendar
- Schedule Meetings
- Change Phone Status
- Call Back People



Challenges & Lessons Learned

1. **People not used to talk to machines**
2. **Suggest Answers in Questions**
3. **Offer Assistant in the Cloud**
 - ❑ Use Best-of-Breed Speech Engines
 - ❑ Up-To-Date Name Pronunciations
4. **Adapt to User's Learning Curve**
5. **Adapt to User's Environment**
 - ❑ Speak – Tap - Click – Press
6. **Set Realistic Expectations**
7. **Focus on Useful Business Tasks**



Not Perfect Yet!

1. Noise/Silence Detection Not Perfect
2. Ethnic Names and Accents
3. Speech Recognition Not Perfect



VBA Implementations



VBA's Deliver Real Benefits

1. Increased Productivity
2. Safer Mobility
3. Better Communications
4. Higher Customer Satisfaction
5. More Revenues & Profits

I'll have
my virtual assistant
find a convenient time
for our meeting.



Will Business Assistants Succeed?



Absolutely!

bachir.halimi@speechmobility.com