



# VOICE AND THE NEW AI ENTERPRISE STACK

**Rick Collins**

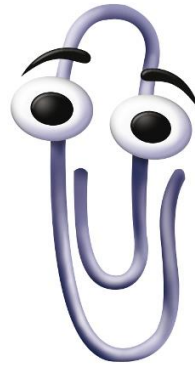
*President, Enterprise Next IT*

## ➤ Expectations of AI & Assistants



**NIGHTRIDER**

Awesome



**CLIPPY**

Shockingly basic  
(no speech)



**SIRI**

Real

## ➤ AI impacting your life



SIRI



NEST



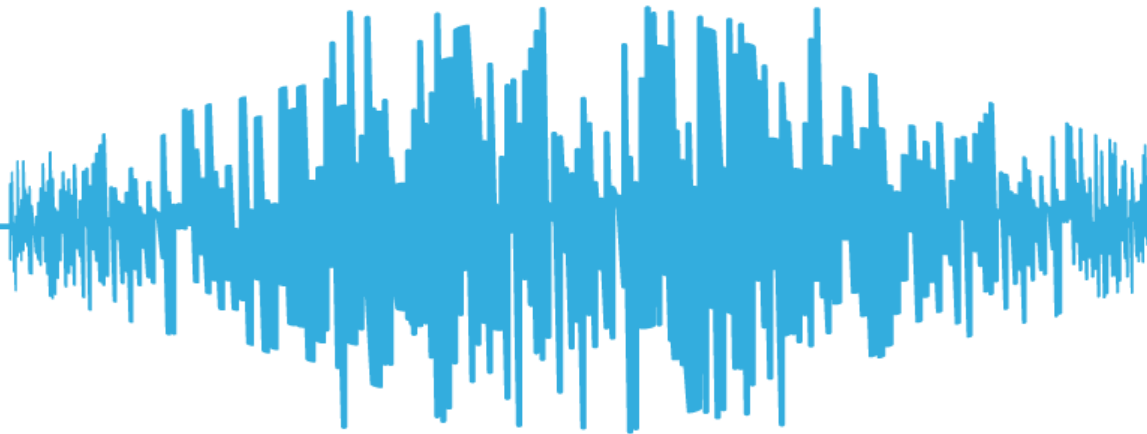
ECHO



NOW

## ➤ Role of Voice in AI

- The voice component is commonly seen throughout AI deployments
- Not a gimmick
- Expected to enhance the customer experience



## ➤ Adoption rates continue to grow

In 2013

85%

of iOS users never used Siri.

A 2014 article reports  
usage of personal assistants  
has increased by

87%

over the past 12 months.

➤ Still a ways to go.



# ➤ Key success metrics to a successful AI deployment

CLARIFYING INTENT

DEEP DOMAIN KNOWLEDGE

CONTEXT

OMNI-CHANNEL

INTEGRATION WITH ALL SYSTEMS, ASSISTANTS

COMMITMENT

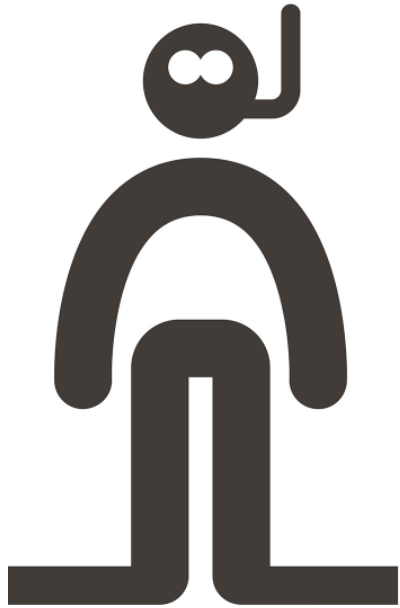
## ➤ Clarifying Intent



All you have to do is ask.



## ➤ Deep Domain Intelligence



Virtual Personal Assistants

vs.



Enterprise Assistants

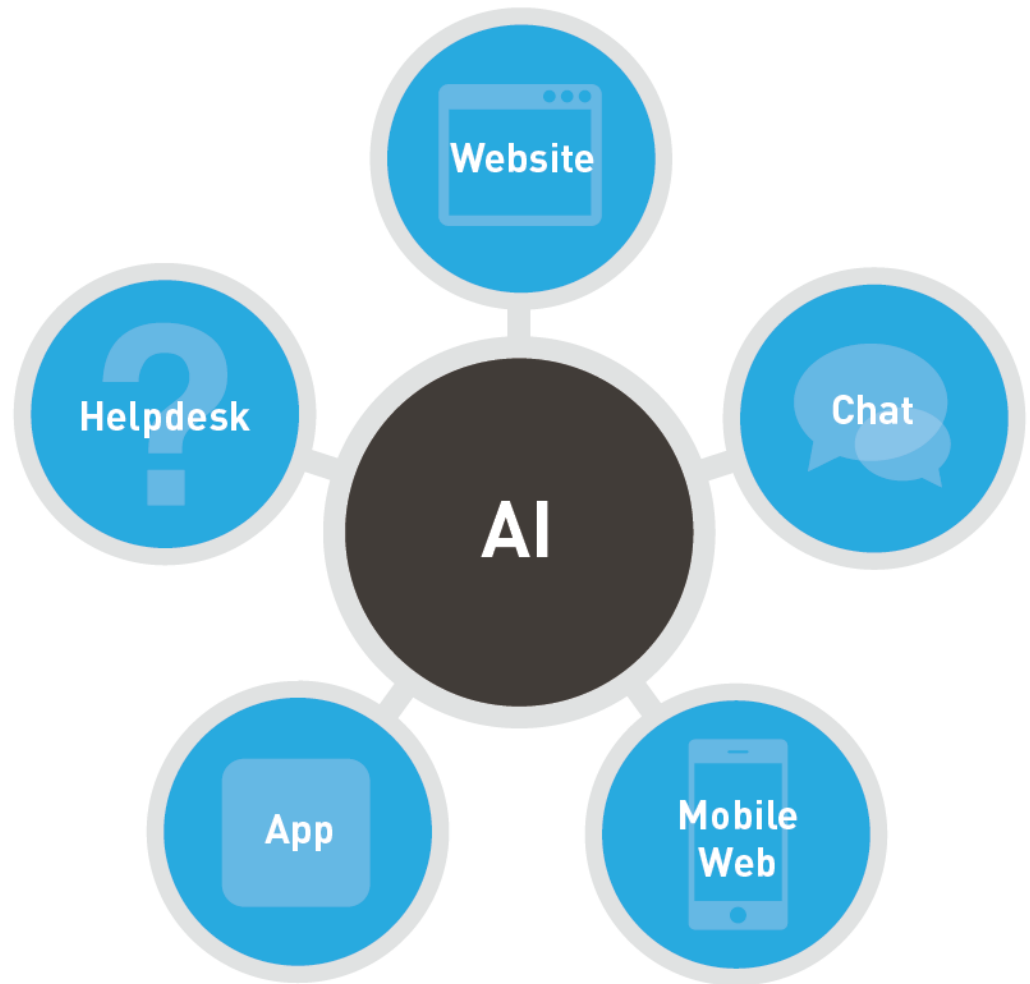
## ➤ Context, Context, Context

- Contextual awareness is everything
- We do this by understanding intent
- Leverage personal/profile information
- Provide accurate answers

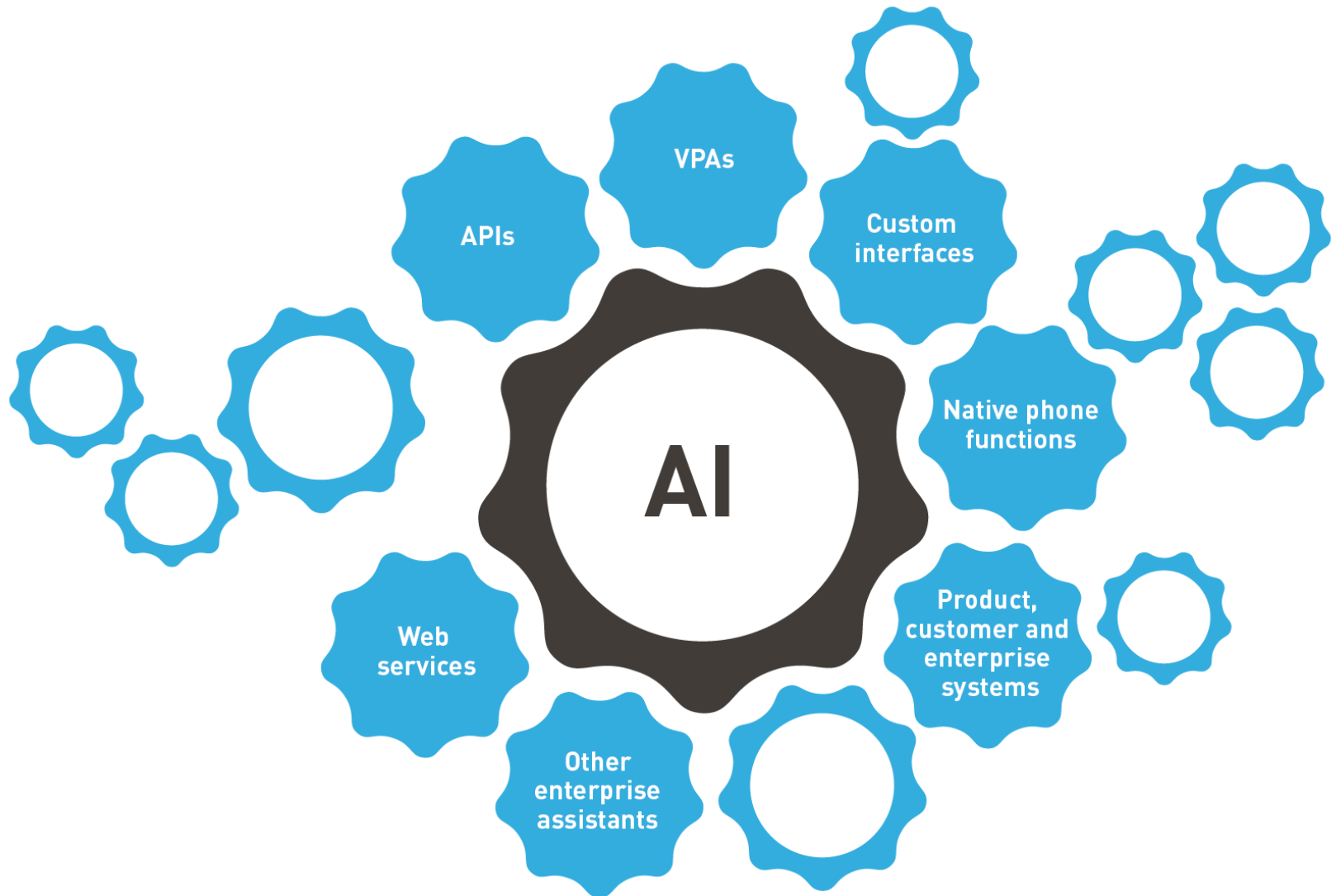


## ➤ Omni-Channel

- “Duh” Channel
- Bridging online and offline experiences
- 84% of retailers worldwide said that creating a consistent customer experience across channels was very important



# Integration



## ➤ Ensuring that success metrics can be met



 The future is so bright...

MANY BUSINESSES ARE  
BUILDING THEIR AI STACKS

VOICE WILL PLAY AN INTEGRAL ROLE

THE EXPECTATIONS HAVE BEEN  
SET AND THE OPPORTUNITY IS  
GREATER THAN IT'S EVER BEEN



THANK YOU FOR YOUR TIME.

**Rick Collins**

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