

ARTIFICIAL SOLUTIONS

**Why the voice of your customer is the
most important data you'll ever analyse**

Stephen Fletcher, Artificial Solutions

Jan 31st 2017



CONSUMER EXPECTATIONS ARE CHANGING

ARTIFICIAL
SOLUTIONS

Global Research Study: Voice-Based Assistants

68%

already enjoy using a voice assistant service.



However 90% wanted to know if they were speaking to an automated service. Disclosure is vital.

Usage of voice-based assistants is growing at

49%



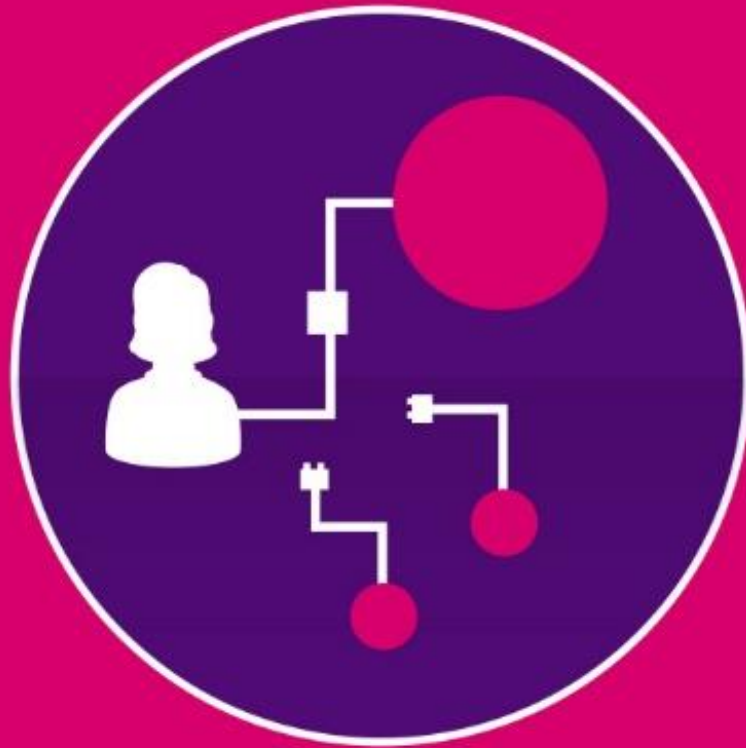
which means it is fast becoming a critical technology



70%

wish it understood them better

Systems must be conversational, humanlike and intelligent

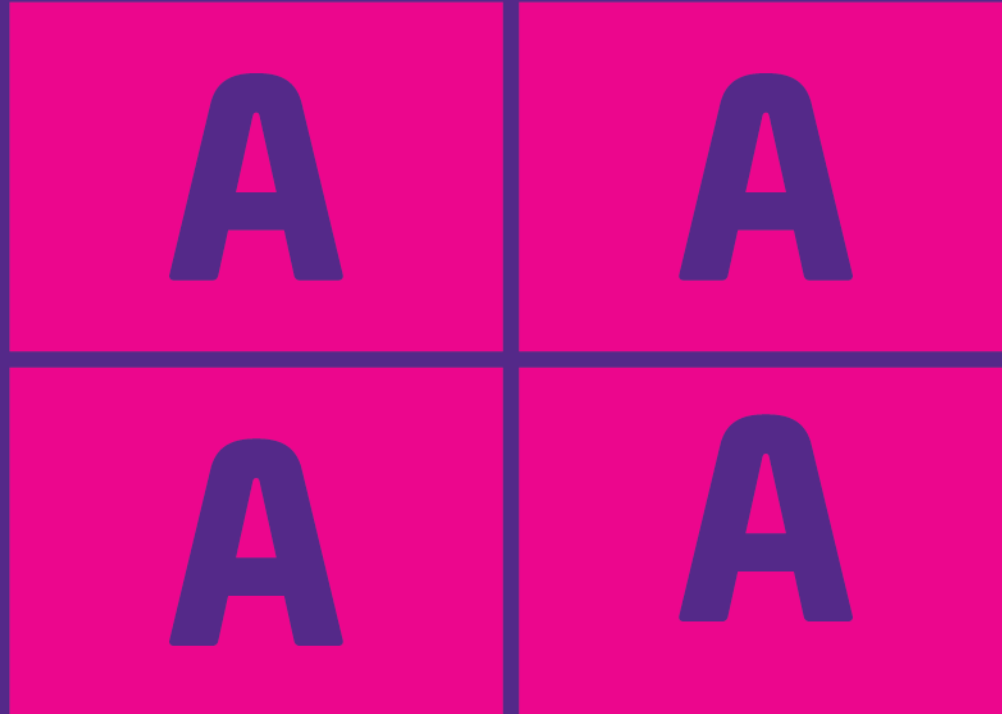


THE CUSTOMER DISCONNECT....

NL Data: data like no other



The Four 'A's of Data



PROVEN ENTERPRISE
MACHINE LEARNING
BIG DATA
SDK
WEARABLES
AI
SEARCH
PERSONALIZATION
PLATFORM INSIGHT E2E4E
NLI ANALYTICS IoT NATURAL LANGUAGE
CONVERSATIONAL UI

www.artificial-solutions.com
www.nlinews.com
info@artificial-solutions.com