



Bring Intelligence to Life™



**Conversational Interaction**  
Conference

**Connecting humans and machines**

# Your Voice Assistant in the Home

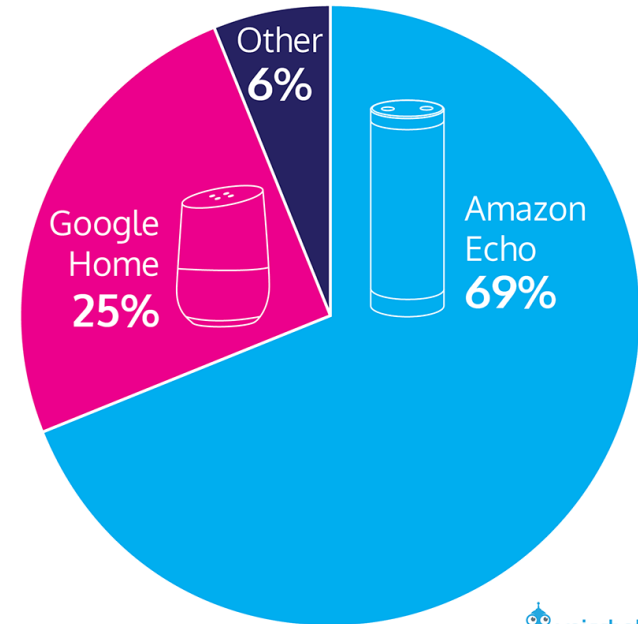
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# State of the Industry

- **16%** own a smart speaker\*
- **20M** Echo vs **7M** Google Home units sold\*\*
- By 2022: 256M units, **55%** of US homes will own a smart speaker\*\*\*
- **Business Model:** Data, Engagement, Premium Subscriptions
  - **\$19B** voice-based advertising\*\*\*

## U.S. Smart Speaker Market Share

December 2017



\*

Source: Edison/NPR Smart Audio Report January 2018



\*\* Consumer Intelligence Research Partners

\*\*\* Juniper Research

# Home Assistants Today

## Strengths

- Find information (Q&A, weather, facts)
- Perform tasks (set alarms, manage to do lists)
- Control other devices (home automation, IoT devices)

# Home Assistants Today

## Challenges

- The Unanswerable Question – “Why can’t I connect to the internet?” (no connection, no answer)
- Retention rate – abysmal 3%, very poor user interface design
- Privacy/Security vs Convenience – who owns the data? What can they do with it? How secure is it?
- Very little differentiation – Audio game (Domino’s vs Pizza Hut vs Pizza Source)

# Building the Right Strategy

- Own the front door – What does your experience say about you and your brand?
- Omnichannel – Task orientation (current state) vs true Goal orientation (future)
- Human in the Loop – add value and provide failover for harder tasks
- Data Security & Privacy – the Alexa audio subpoena. Companies should consider using their own VA and just using smart devices as voice interface to retain control
- Personalized & Conversational – 1:1 branding (think Amazon and Netflix)



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# Thank you

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