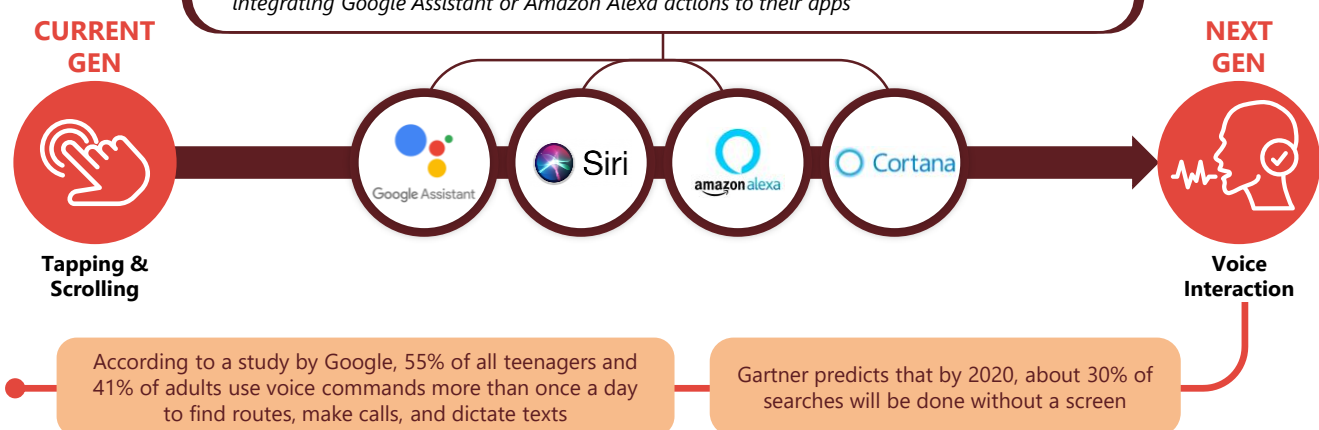




Growth of VOICE INTERACTION Applications

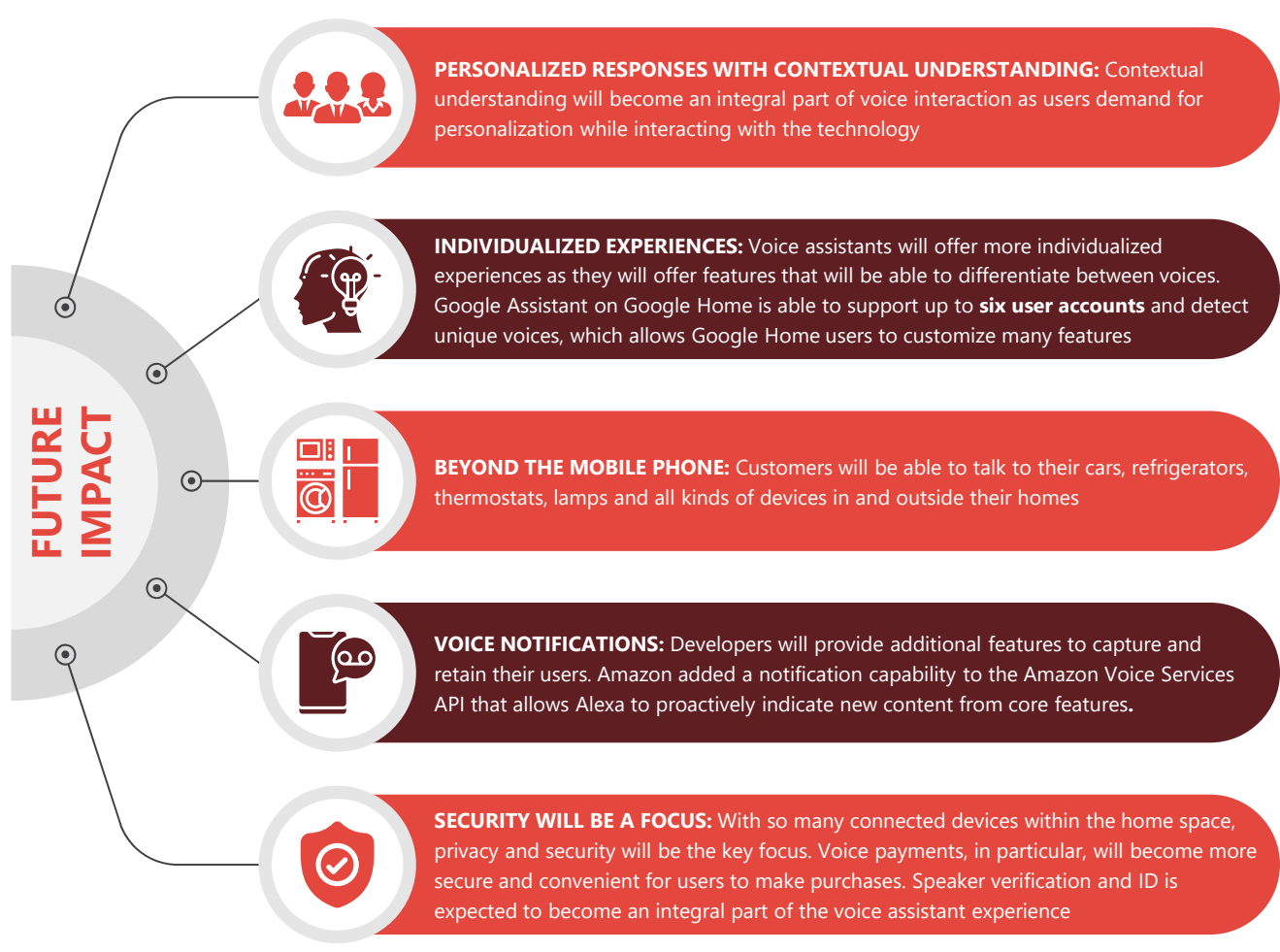
Growth of voice interaction applications is attributed to the increasing benefits of such as hands-free control, customized communication, and providing commands to the system instantly and swiftly

- Voice interaction technology is growing at a faster pace. Brands such as Amazon, Google, Apple are fueling this trend as they compete for market share
- Voice interfaces are advancing at an exponential rate in industries of all kinds, right from healthcare to banking, as companies are racing to be a part of this revolution
- Companies are providing enhanced user experience and gaining competitive advantage by integrating Google Assistant or Amazon Alexa actions to their apps



What's causing a shift towards voice interaction?

- Increased overall awareness amongst millennial consumers
- Speed, efficiency, and convenience is fueling the shift towards voice interaction
- Adoption of artificial intelligence in consumers everyday lives such as smart thermostats and smart speakers



VOICE RECOGNITION (VR) – APPLICATIONS & CASE EXAMPLES

<p>1 Finance</p> <ul style="list-style-type: none"> In 2017, Royal Bank of Canada announced that the customers can pay their bills using Apple's Siri U.S. Bank also embraced voice technology to check balances, hear payment due date and more 	<p>2 HR & Marketing</p> <ul style="list-style-type: none"> HR & marketing work is transactional, repeatable, auditable and documentable and is/will be benefitted a lot by VR technology Starbucks allows customers to use Alexa for ordering and Hyundai built a Google Home integration for car ignition 	<p>3 Retail</p> <ul style="list-style-type: none"> Amazon has already invested into their customers online voice recognition experience. With the use of Amazon Echo, the customers ask Alexa to order products online 	<p>4 Public Transportation</p> <ul style="list-style-type: none"> Uber's API integration with Amazon Alexa, the brain behind Amazon Echo will allow the riders to book/cancel cab through voice Passenger has integrated their with Amazon Echo which allows to get info on timings
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VOICE-CONTROLLED VIDEO GAMES

The uses of voice recognition have begun in entertainment sector; and will impact other new technologies such as virtual reality and biofeedback in voice-controlled video games

KEY INSIGHTS

- Voice-driven apps have grown exponentially over the last couple of years and are moving stealthily into every facet of consumers day to day activities. As technology advances, consumers will be able to interact with smart devices and appliances seamlessly, enhancing the device usability
- The smart devices will not only be able to understand what we say, but also adapt to the tonal inflections, adjust responses to individual moods and adapt to individual styles to provide personalized experiences
- In future, integration of Artificial Intelligence with Voice Recognition devices will become more sophisticated and will take the customer experience to next level by providing them with the best solutions