



Smart talk

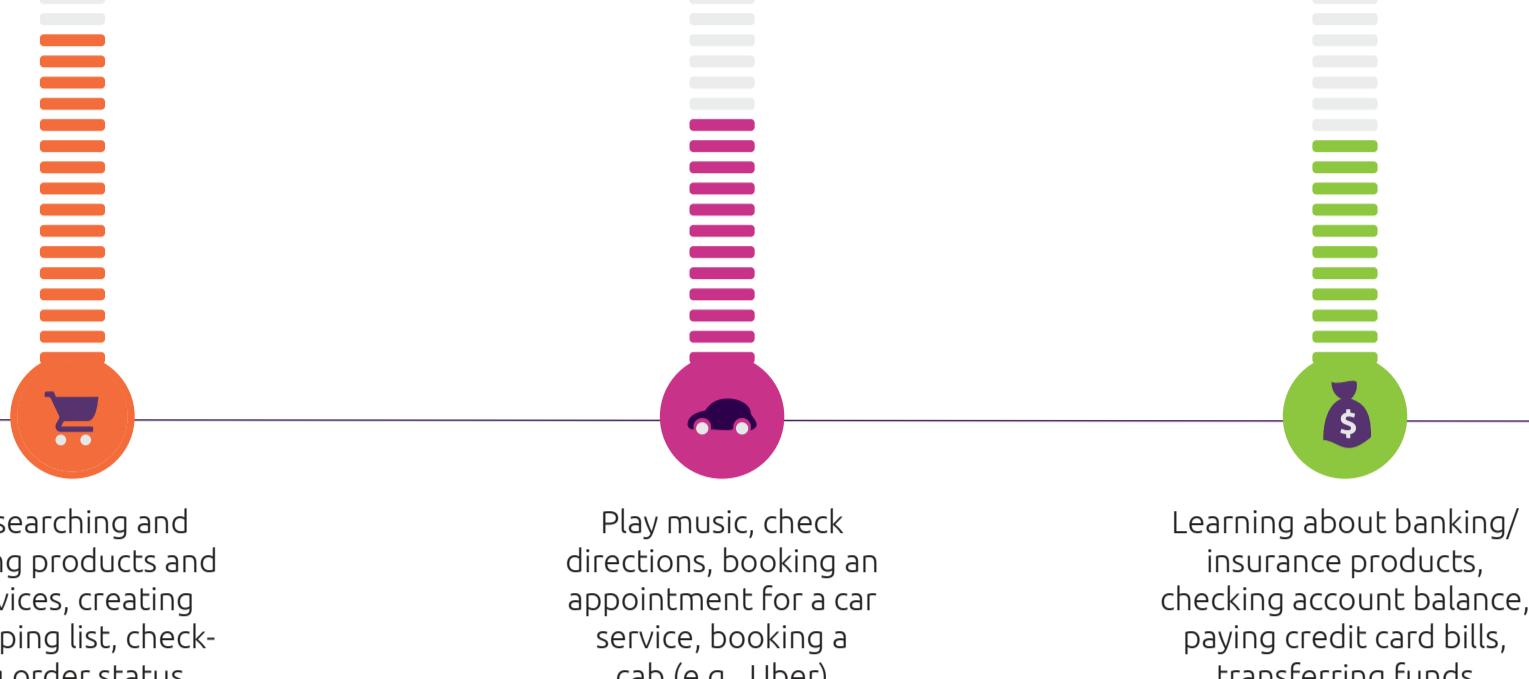
How organizations and consumers are embracing voice and chat assistants

Conversational assistants are going mainstream

Conversational assistants are the busy consumer's trusted companion

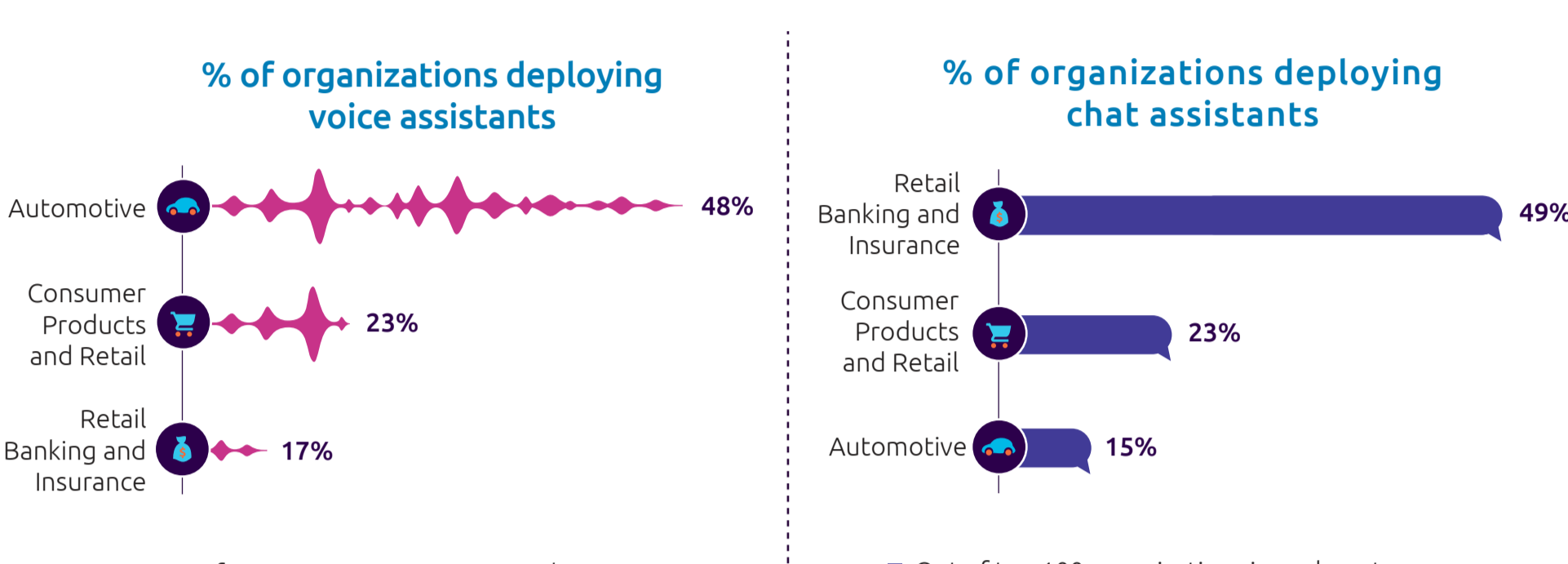
More and more consumers are using conversational interfaces

Have you ever used a voice/chat assistant for the following activities?



Source: Capgemini Research Institute, Conversational Interfaces Research, Consumer Survey, April 2019–May 2019, N= 12,247 consumers using voice/chat assistants.

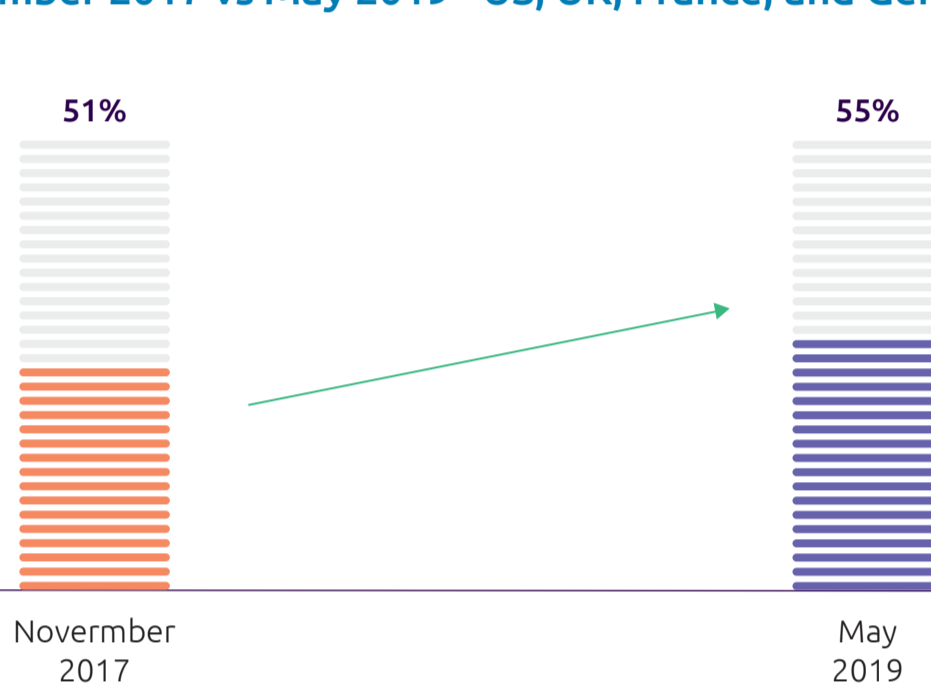
However, organizations are lagging in deployment



Sources: Company websites, news articles, Capgemini Research Institute analysis. These are firms that are working on conversational assistants at any stage of maturity: pilot, multi-site deployment, and full-scale deployment.

Voice is becoming the more popular medium of interaction among consumers

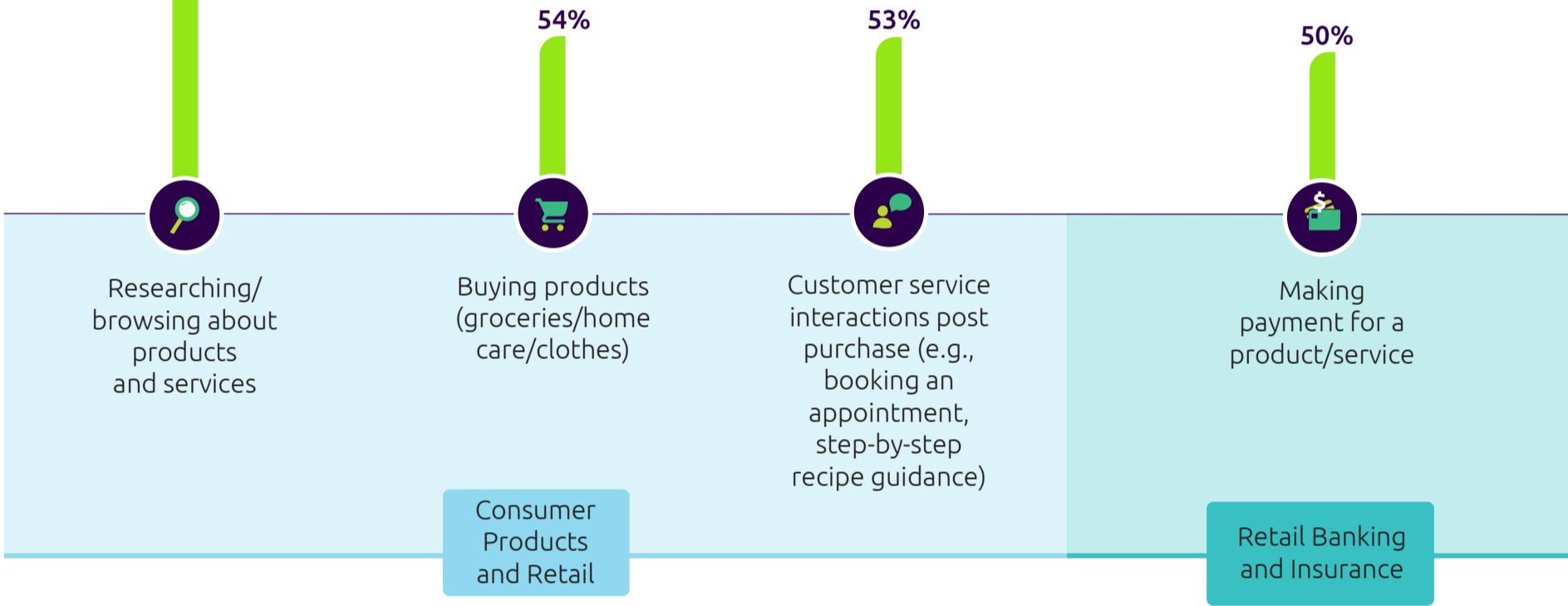
Overall usage of voice assistants, November 2017 vs May 2019 - US, UK, France, and Germany



Sources: Capgemini Research Institute, Conversational Interfaces Research, Consumer Survey, April 2019–May 2019, N= 5,037 consumers using voice assistants (consumers from US, UK, France, and Germany only); Conversational Commerce: Why Consumers Are Embracing Voice Assistants in Their Lives, 2018.

Consumers are using voice assistants, majorly, to research for products and services

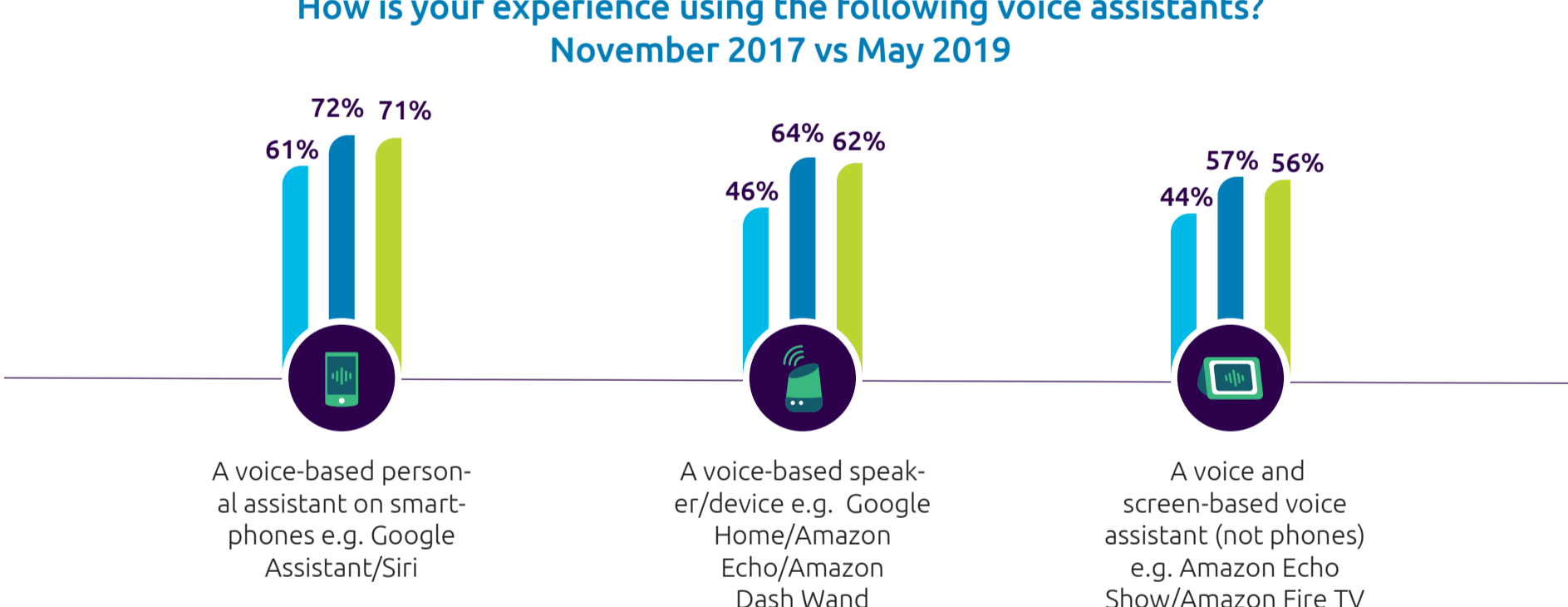
Consumer usage, May 2019



Source: Capgemini Research Institute, Conversational Interfaces Research, Consumer Survey, April 2019–May 2019, N=10,254 consumers using voice assistants.

Majority of consumers are satisfied with their experience of using voice assistants

How is your experience using the following voice assistants? November 2017 vs May 2019



Sources: Capgemini Research Institute, Conversational Interfaces Research, Consumer Survey, April 2019–May 2019, N= 5,037 consumers using voice assistants (consumers from US, UK, France, and Germany only); Conversational Commerce: Why Consumers Are Embracing Voice Assistants in Their Lives, 2018.

- 58% of consumers like to personalize their voice assistants
- Nearly half trust their voice assistants for product advice
- Safety and security of personal data is a concern for half of the consumers

Organizations are already realizing significant benefits from voice and chat assistants

Benefits	Share of organizations	
	Voice	Chat
More than 20% reduction in customer service costs	74%	69%
More than 20% reduction in customer churn	63%	57%
NPS improvement of more than 3 points	62%	52%
Customer wait time reduction of more than 5 minutes	88%	80%

Source: Capgemini Research Institute, Conversational Interfaces Research, Executive Survey, April 2019–May 2019, N=1,000 executives.

But, less than 30% of the organizations show maturity in both customer centricity and organizational capability

How can organizations make the most out of the opportunity?



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