

Voice Assistants – The New Glass!

Voice Assistant Adoption Picks Up Pace

Customer will use a Voice Assistant Adoption of Voice Assistants, Demographic Analysis (%), 2017 instead of visiting a shop or a bank branch Customer will use a Voice Assistant 51.0% 30.9% 73.9% instead of using a mobile app or a website 40.2% 30.9% 24.4% 19.4% Preference Preference Today Three Years From Now 28% 5% 44% 86.9% Voice assistant Voice assistant Consumers are Voice assistant willing to spend 5% users have made a users who made a users are **GEN X GENY BABY** payment/sent payment/sent more with a brand interested **BOOMERS** monev via voice money via voice following a good in using voice assistants assistants are experience with a assistants for voice assistant. satisfied banking services

Identifying Voice Assistant Use Cases in Financial Services



Level of Conversational Maturity — FS Voice Assistants Complex AI - Based Interactions Understanding FS Industry Needs to be Неге the Barriers and Propelling Basic Rules-Based Interactions FS Industry is Consumer **Here Today Financial** Adoption **Providing Transaction** Advice Information 80.5% 23.2% of respondents in our survey said of non-users say they of non-users say they fear they would feel inclined to use don't trust voice someone might voice assistants if they could assistants to make impersonate them understand the respondents' decisions on their behalf diction and accent.