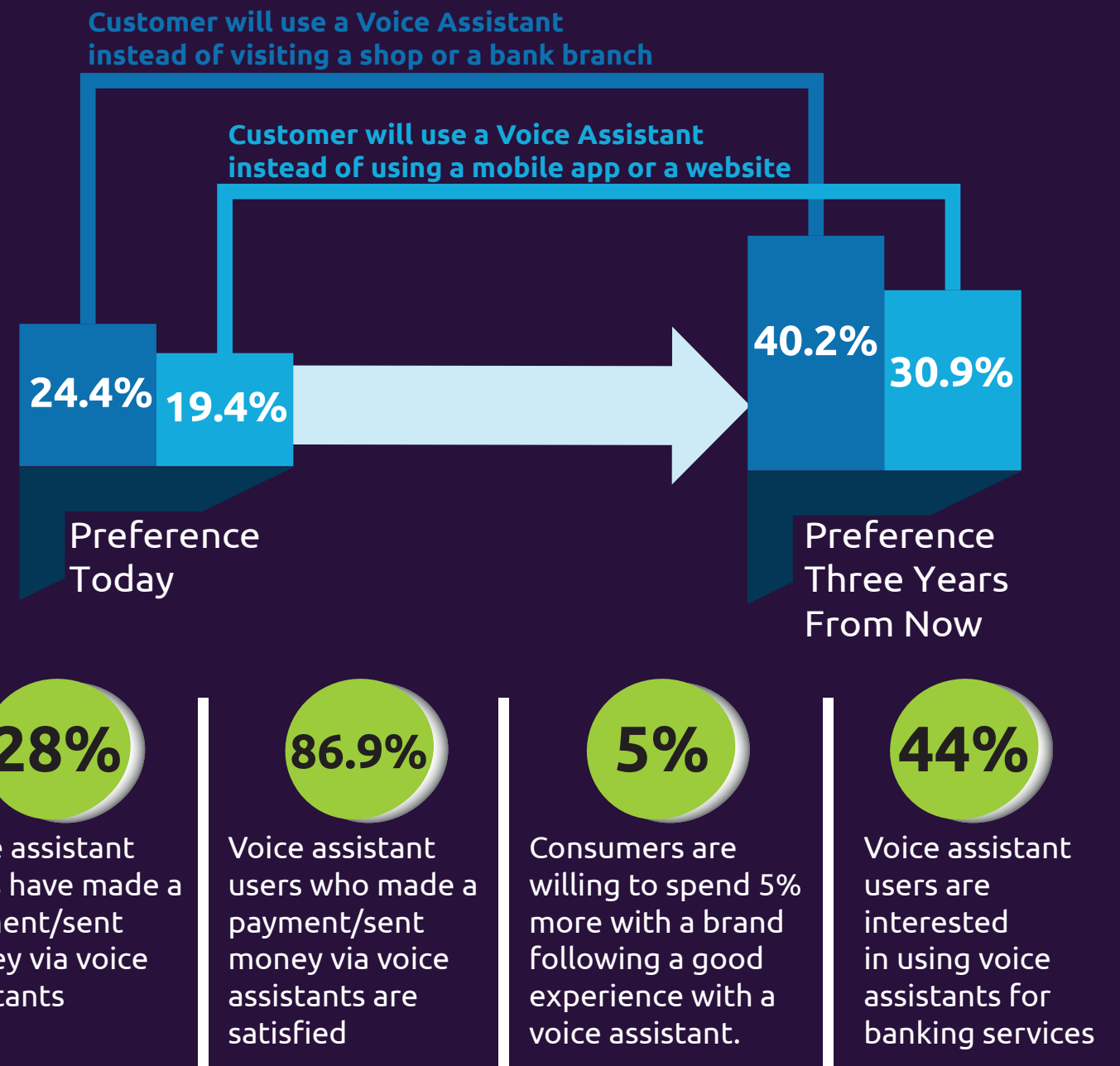
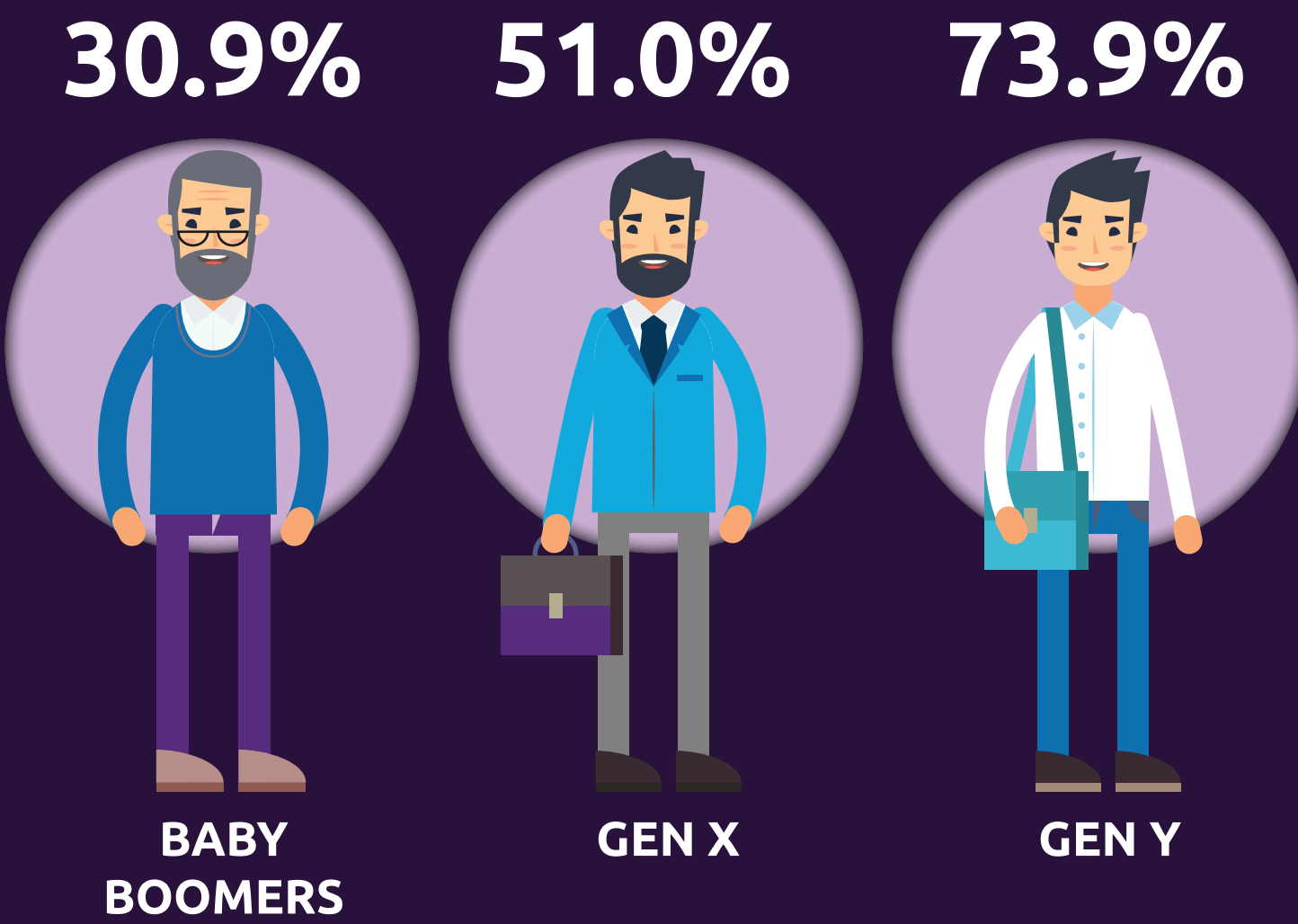


Voice Assistants – The New Glass!

Voice Assistant Adoption Picks Up Pace

Adoption of Voice Assistants, Demographic Analysis (%), 2017



Identifying Voice Assistant Use Cases in Financial Services

Account/Product/Market Information

Checks on account balances, due dates of credit cards, interest rates, new offers, products and services Consolidated view of dues and payments

Transactions

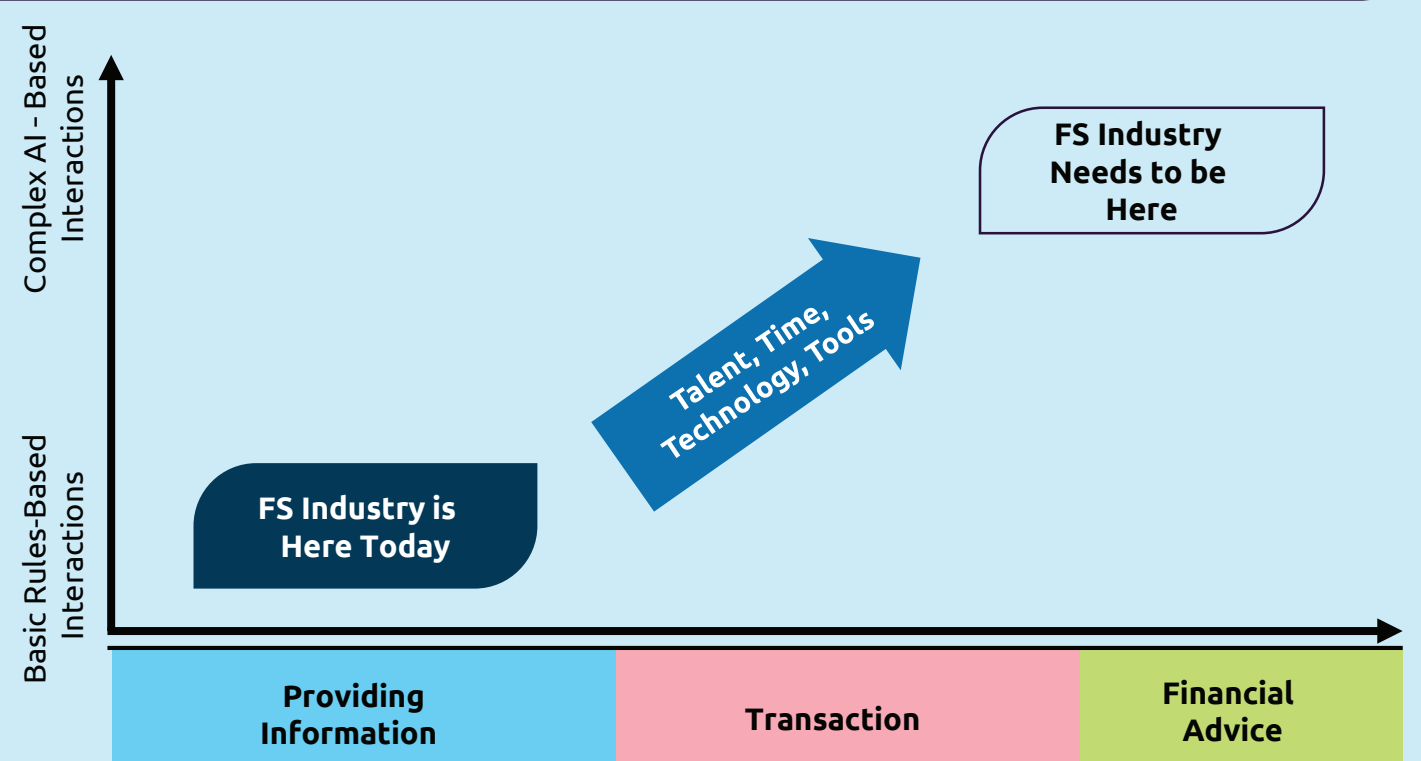
Make payments and transfer/send money to different accounts Enable customers to pay rents, bills, loans, and mortgages

Customer Support

Handling customer queries, solving issues and concerns



Level of Conversational Maturity — FS Voice Assistants



Understanding the Barriers and Propelling Consumer Adoption

80.5%

of respondents in our survey said they would feel inclined to use voice assistants if they could understand the respondents' diction and accent.

37%

of non-users say they don't trust voice assistants to make decisions on their behalf

23.2%

of non-users say they fear someone might impersonate them