Voice assistants are about to revolutionize commerce.

Voice assistants will become a dominant mode of consumer interaction, three years from now.

Majority of consumers already use voice assistants

51% of consumers already use voice assistants.

Leading retailers and brands have sensed consumer interest

Majority of consumers already use voice assistants.

Why consumers love voice assistants

Consumers like the convenience, speed and the ability to multi-task.

Users of voice assistants are already sharing their experiences

Over 1 in 3 consumers are already spreading positive experiences for voice assistant users.

Preparing the organization for the new voice channel

Implement technology solutions that seamlessly integrate voice capabilities via mobile app and website or an app.

Design and execute a sound business strategy.

Apply conversational intelligence to understand consumer needs and preferences.

How can retailers and brands devise a sound Conversational Commerce strategy?

Organizations need to focus on four key areas for building a robust Conversational Commerce strategy.

Research:

Conversational Commerce

Voice assistant users

Non-users

Change in spending mix between physical stores, websites/apps, and voice assistants

Today

Three years from now

Over 1 in 3 consumers

Voice assistants

Assistants over other channels

Leading retailers and brands have sensed consumer interest for voice assistants over other channels.

Users of voice assistants have already been adapting them for making purchases.

Conversational Commerce yields concrete benefits for retailers and brands

Consumers like the convenience, speed and the ability to multi-task.

In return for receiving a good voice assistant experience:

- Higher consumer satisfaction
- Positive word-of-mouth
- More business
- Benefits for retailers and brands

Top reasons for preferring voice assistants

- Personalization (57%) and entertainment (43%)
- Speed (49%) and convenience (47%)
- Convenience (52%) and ability (48%)

Why Consumers Are Embracing Voice Assistants

Consumers are already using voice assistants for making purchases.

On having a good experience with a personal voice assistant:

- More than a third of users have shared their positive experiences with friends and family.
- Over 1 in 3 consumers would be willing to replace customer support or shop sales support over websites and apps.
- Over 1 in 3 consumers expect their customer experiences to improve, at least a few times, and are already increasing their spending by 8%, on average.

Net Promoter Score (NPS®) is elevated for voice assistant users.

Net Promoter Score (NPS®) by nearly 20 points for voice assistant users.

How will change in spending mix between physical stores, websites/apps, and voice assistants be over three years?

- 59% of consumers will use voice assistants for buying products (groceries/home care/clothes) more than two million Walmart items through voice.
- 71% of consumers will use voice assistants for ordering meals even pay their credit card bill through voice commands.
- 62% of consumers will use voice assistants for sending money to allow consumers to access their account information and even pay their credit card bill.