



# Smart talk

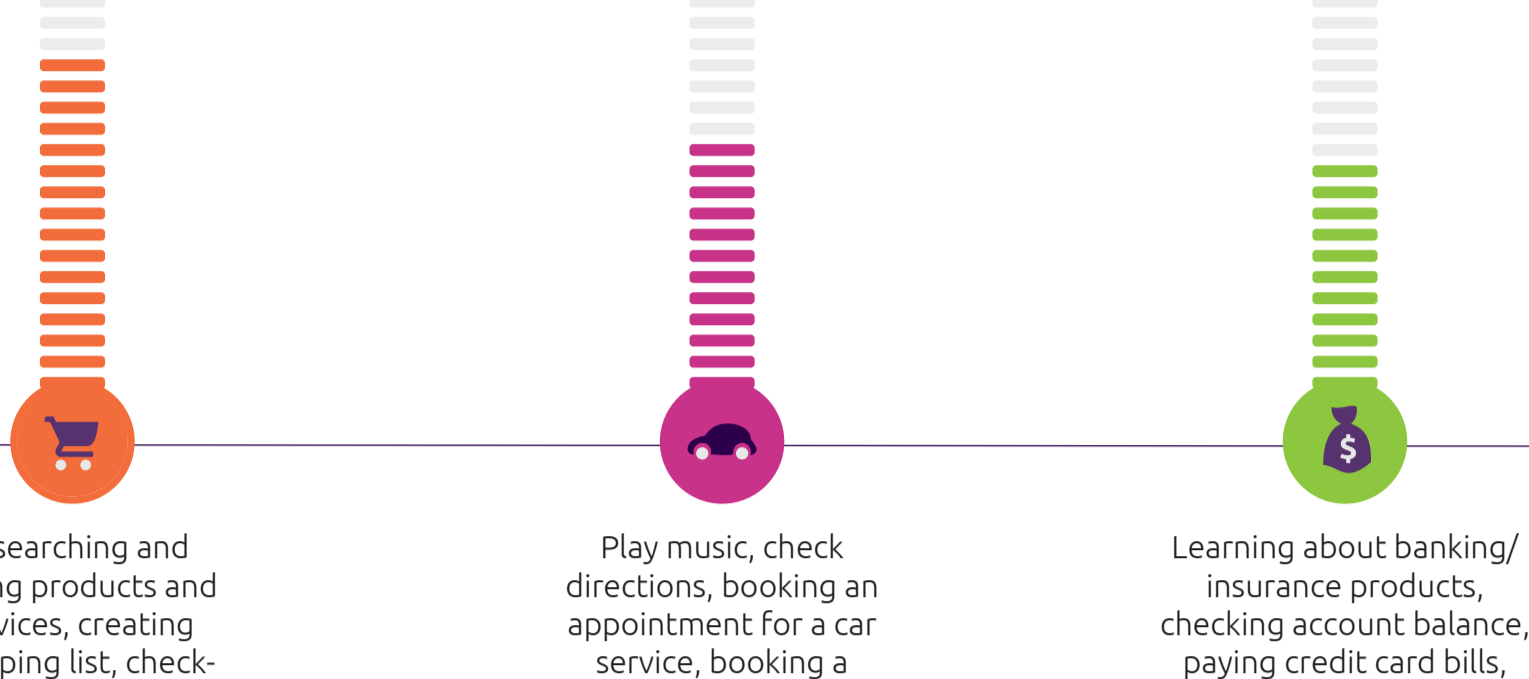
How organizations and consumers are embracing voice and chat assistants

## Conversational assistants are going mainstream

Conversational assistants are the busy consumer's trusted companion

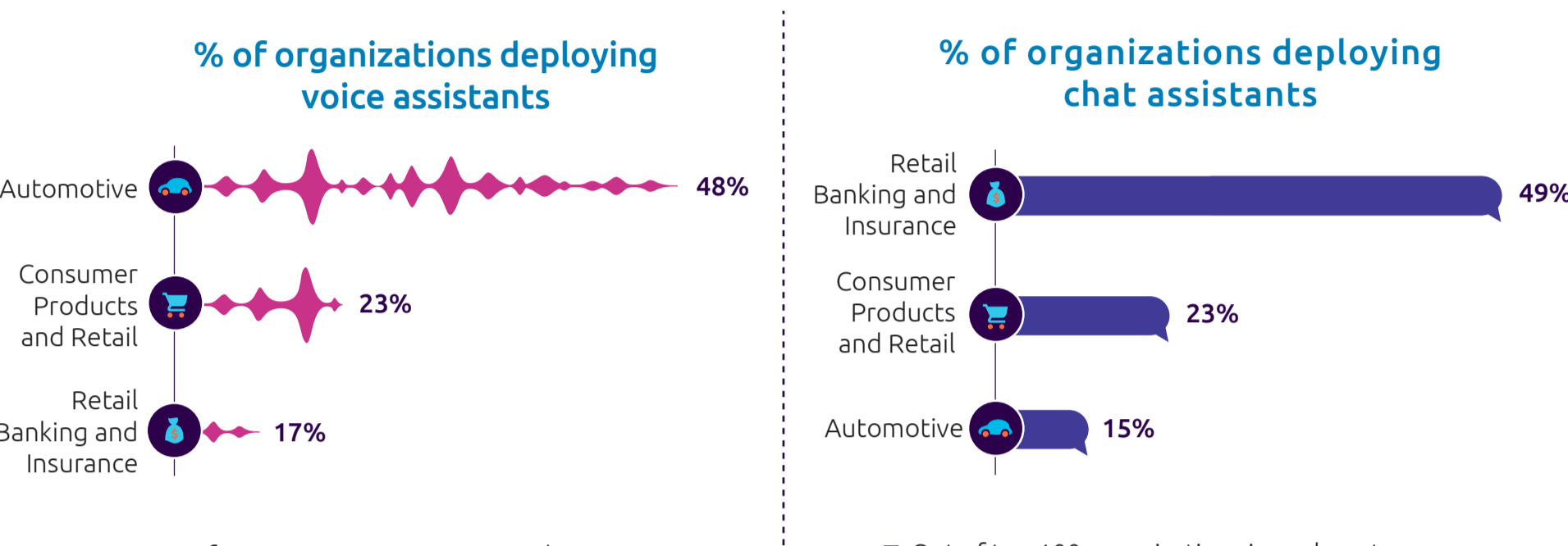
More and more consumers are using conversational interfaces

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.

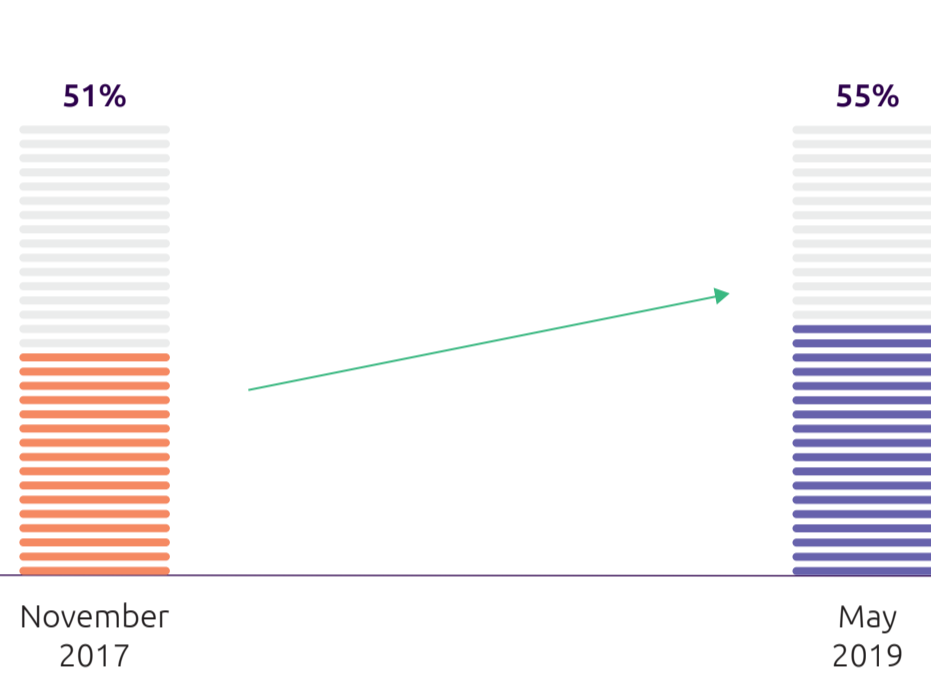
## However, organizations are lagging in deployment



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

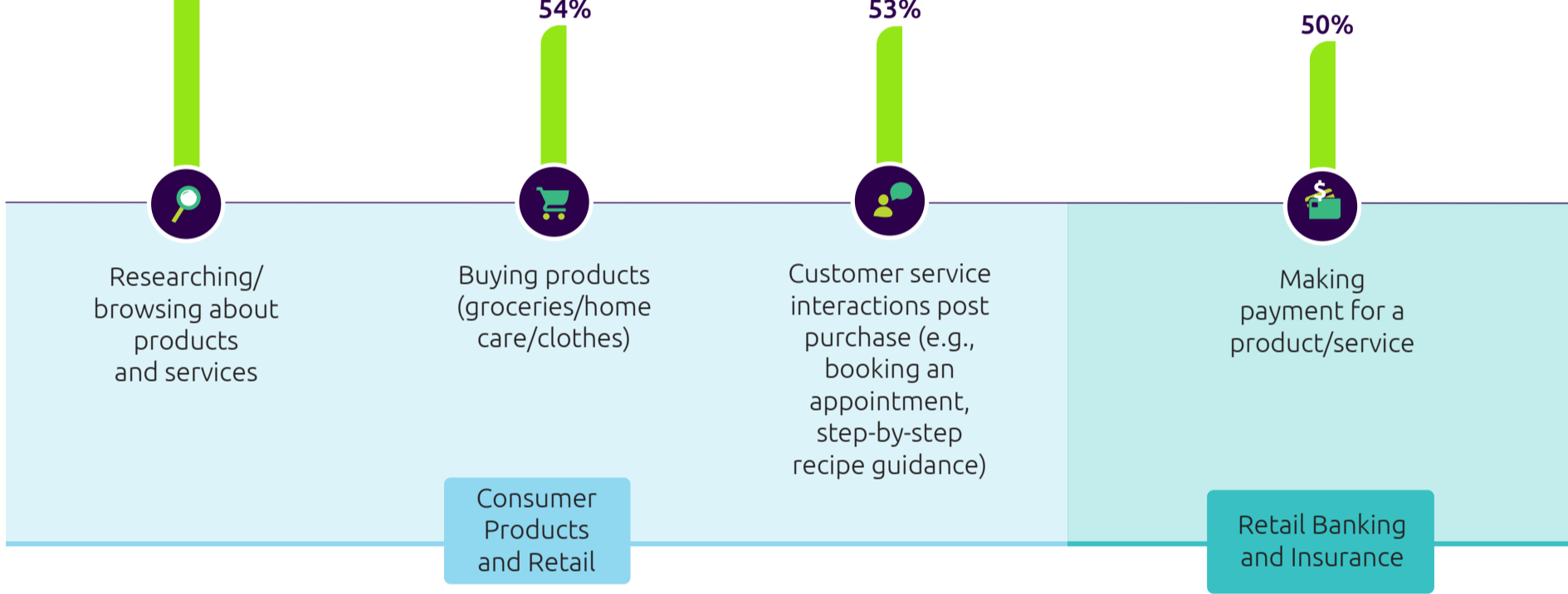
Overall usage of voice assistants, November 2017 vs May 2019 - US, UK, France, and Germany



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

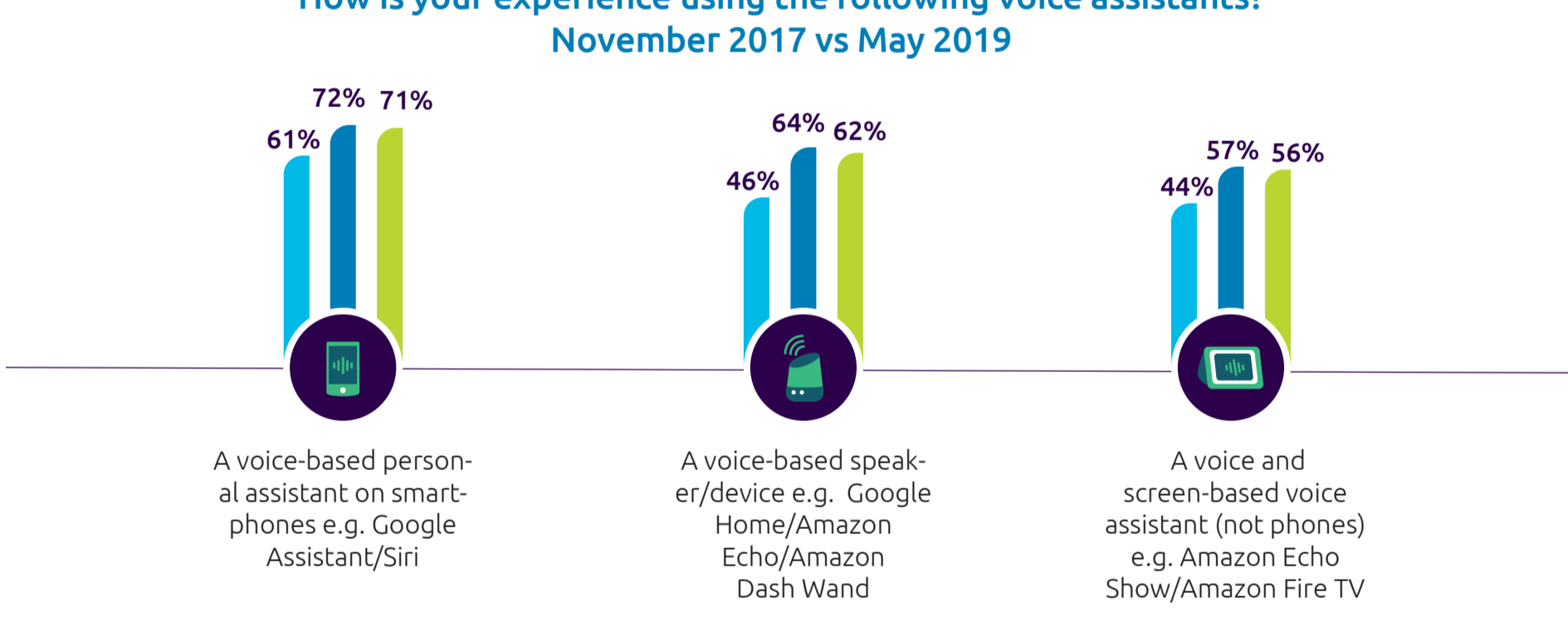
Consumer usage, May 2019



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

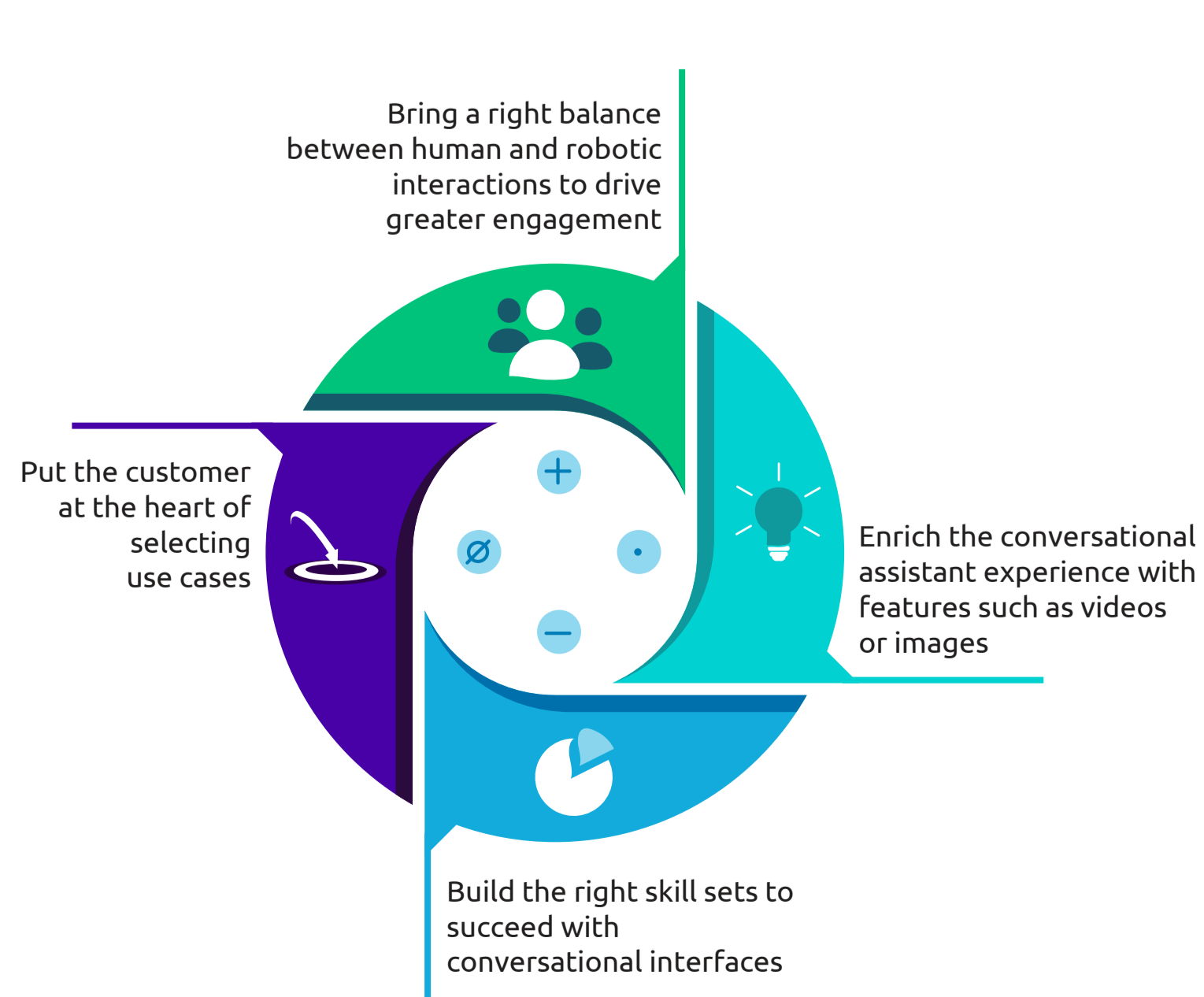
## Organizations are already realizing significant benefits from voice and chat assistants

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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