Voice assistants are progressively replacing direct visits and calls to dealers/showrooms.

Despite the convenience offered, nearly 60% of consumers feel that the in-car voice experience needs to be improved.

Automotive organizations have a great opportunity to enhance the customer experience through voice assistants – a positive experience will drive higher customer engagement.

Customers are willing to pay a premium for voice assistants.

How can automotive organizations leverage voice assistants to provide a great consumer experience?

Integrate in-car and at-home voice assistants across these use cases.

Ensure and develop contextual relevancy.

Give voice assistants a unique personality.

Test at micro-segment level and build adaptability.

Customize voice assistants based on user's personalized suggestions over time.

Improve the voice assistant experience with feedback and self-learning.

Expand the capabilities of voice assistants.

Automotive organizations overestimate the capabilities of their voice assistants.

The majority of consumers are willing to give voice assistants more power in the car.

Three years from now, 95% of consumers expect to use a conversational assistant, including voice assistants, in the car for accessing information, services (e.g., ordering food, groceries etc.), mobility services (e.g., car sharing, ride-hailing, car pooling), entertainment, and calls to dealers/showrooms.

Three years from now, preference for direct visits/calls/ordering online, versus preference for using voice assistant, will be as follows:

- Preference for direct visits: 22 points
- Preference for voice assistants: 23 points

Usage of voice assistants will surge in the next three years.

- Average usage of voice assistants will increase to 76%.
- The percentage of consumers using voice assistants will increase from 29% to 49%.

A positive experience will drive higher customer engagement.

customers make extensive use of voice assistants inside cars.

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