84% said they would turn to an online search if the voice assistant could not provide an adequate answer when buying a product or contacting a business.

If the device could have easily connected them to a human who could answer their question, they would have done that instead.

85% of people with voice assistants have made a purchase directly through the device at some point.

Of people who own living-room based voice assistants, 64% use it more frequently, 27% use it less frequently, 9% use it less frequently.

Voice is the new user interface & source of revenue.

The rise of voice: the proliferation of voice technology is changing the way we go about our daily lives and interact with the world.

Invoca surveyed 1,000 U.S. adults that own living-room based voice assistants to better understand customer use and what that means for businesses and marketers.

Since buying their voice assistant:

- 73% Voice
- 39% Mobile
- 64% More frequently
- 27% Less frequently
- 9% Less frequently
- 65% Online chatbot
- 57% Voice assistant
- 40% Human
- 35% In person
- 23% Over the phone
- 18% Human

Voice commands are not the same as conversations.

Voice assistants need to work on understanding context. People ranked what or who they thought was best at understanding the context of their conversation.

Voice commands are not the same as conversations.

- 82% People said context of the conversation is important when communicating with businesses.
- 73% People said context of the conversation is important when communicating with businesses.
- 64% People said context of the conversation is important when communicating with businesses.
- 58% People said context of the conversation is important when communicating with businesses.
- 44% People said context of the conversation is important when communicating with businesses.
- 40% People said context of the conversation is important when communicating with businesses.
- 35% People said context of the conversation is important when communicating with businesses.
- 24% People said context of the conversation is important when communicating with businesses.

Human conversation still matters.

When asked if they want to hear the ad before it plays:

- 45% Yes
- 38% No
- 17% Maybe

When they choose the brands they hear ads from:

- 40% Yes
- 30% No
- 26% Maybe

When ads are connected to brands they like on social networks:

- 60% Yes
- 25% No
- 15% Maybe

When ads are personalized based on questions they ask often:

- 80% Yes
- 10% No
- 10% Maybe

If ads are embedded into answers from the assistant:

- 90% Yes
- 5% No
- 5% Maybe

Could voice be the key to human connection again?

What's easiest to understand?

People aren't just using voice to turn on lights or ask for directions. They're buying things, too.

Voice is the new user interface & source of revenue.

What happens after people begin using voice assistants?

People that own voice assistants use them frequently.

The longer people own their voice assistant, the more they use it.

As people get used to accomplishing tasks with their voice assistant, they are speaking more, and clicking less.

As voice assistants grow, people use their voice more.

People use their phone-based voice assistant more.

Make more phone calls to businesses.

Make more phone calls to friends and family.

Talk more, generally.

Use their phone-based voice assistant more.

Accomplish tasks they used to do through typing or swiping.

Sources

844-693-1287
www.invoca.com
Learn more

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