

Digital voice assistants

Bring your brand's voice to life with conversational marketing

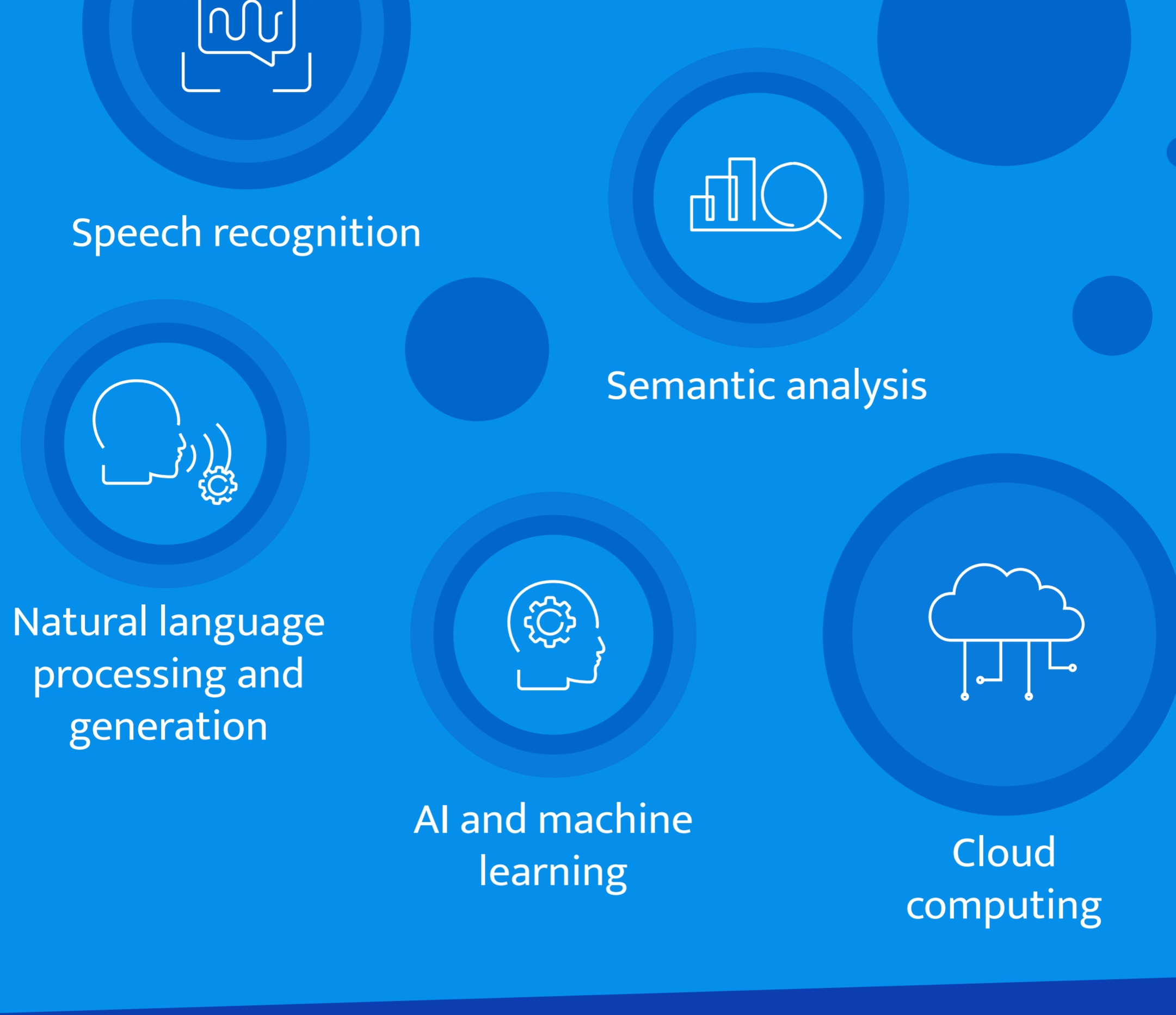


Digital voice assistants need no introduction. They recognize human speech, interpret it, and reply by voice. They have been in the market for quite some time, and their adoption rate grows by the day around the world. The voice revolution has already started with home and mobile devices as the most prominent interfaces. It won't be long before they become an integral part of daily life for all.

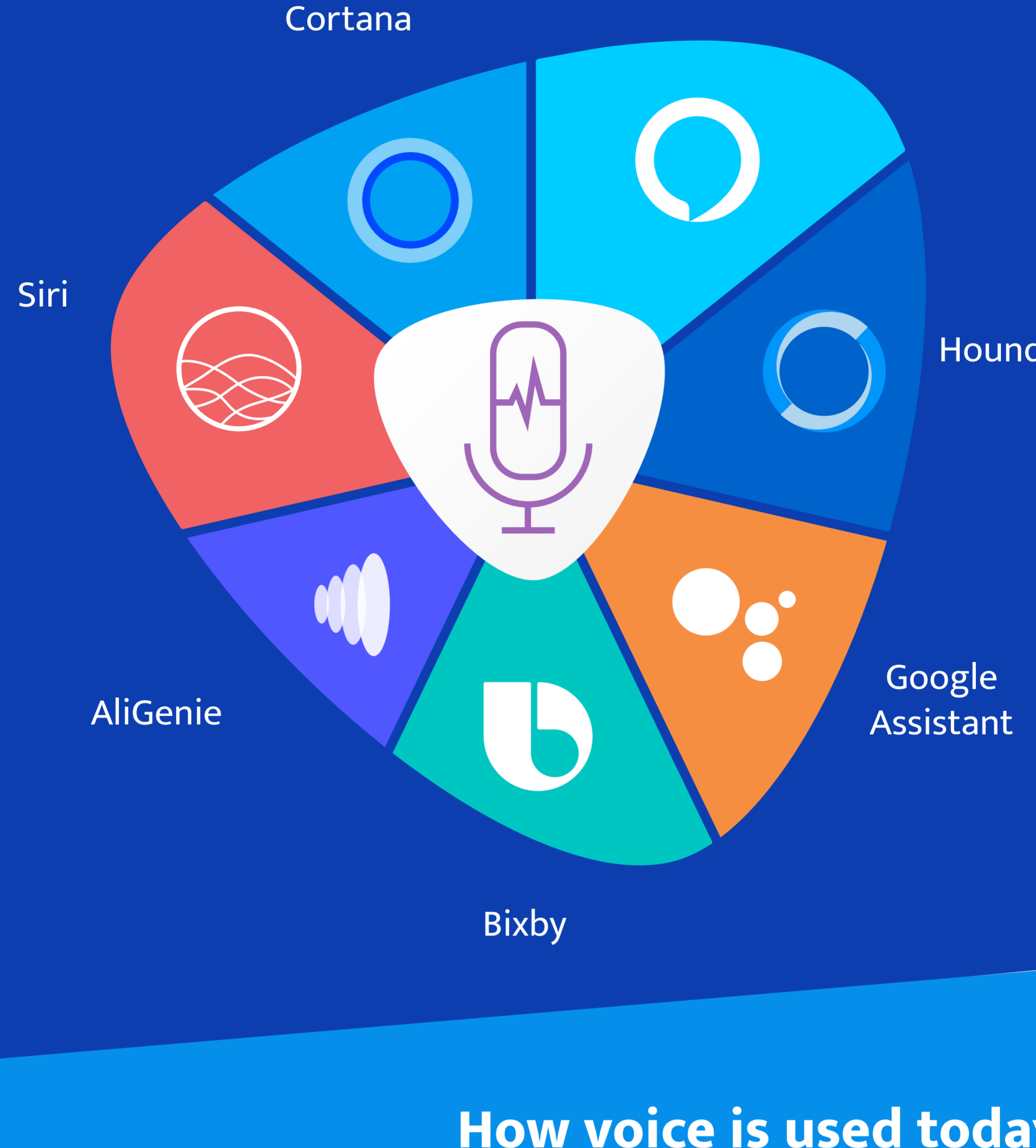
The number of digital voice assistants in use worldwide is estimated to reach **8 billion units by 2023.**

The global voice-based smart speaker market could be worth **\$30 billion by 2024.**

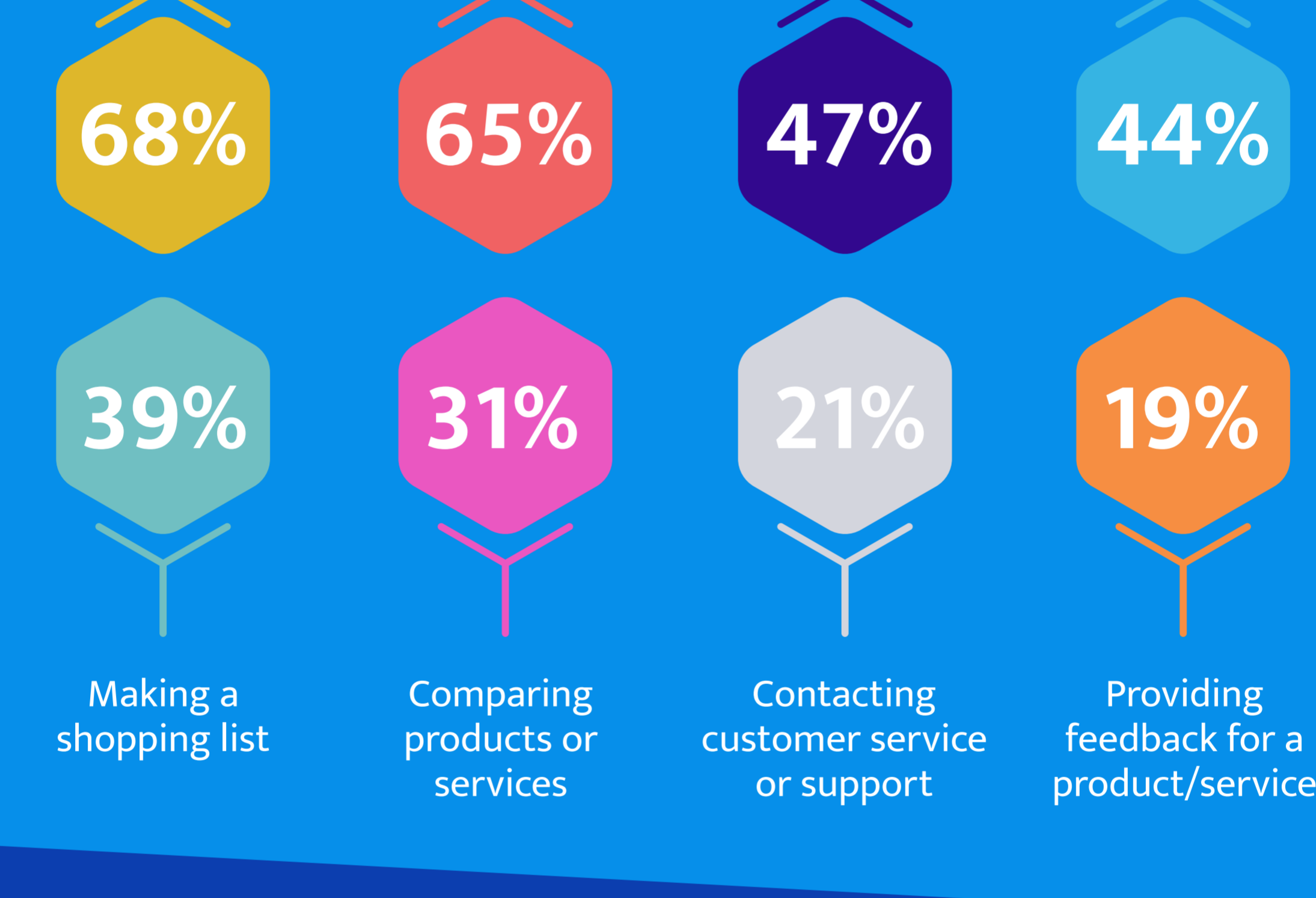
The technology that enables it



Key platforms



How voice is used today



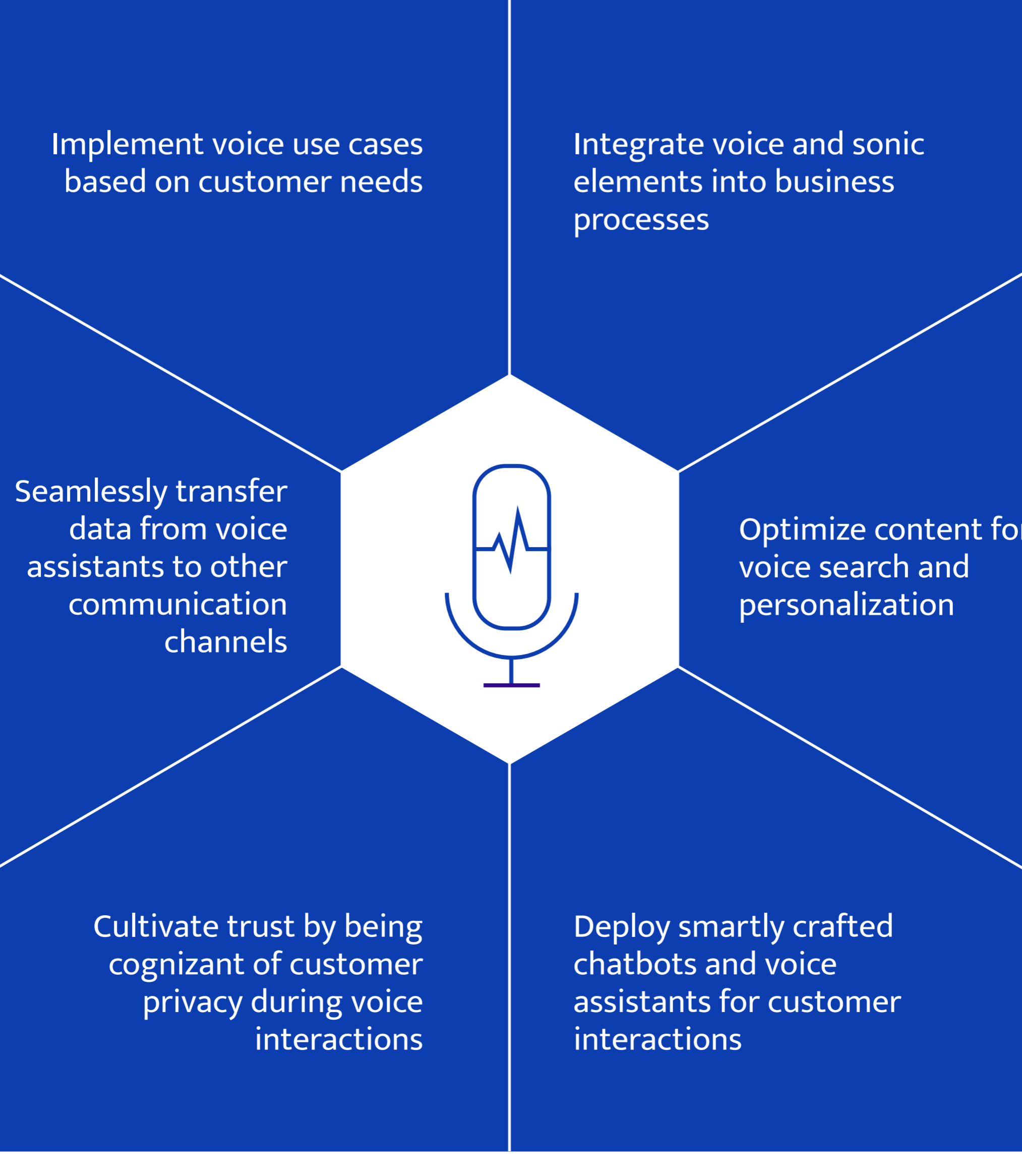
Key challenges

- Lack of innovative and developed conversational interfaces
- Linguistic and cultural diversity can lead to insufficient comprehension
- No synchronization of complex information for user engagement
- Data breaches and privacy issues
- Operational inefficiency in loud environments

The potential

- Facilitating voice operation via varied interfaces (e.g. intelligent devices that can send signals to the voice agents to initiate conversations)
- Developing more sophisticated robo-pets, virtual friends, and virtual assistants
- Improving voice-based AI assistants with more robust memory features
- Offering holo-lens glasses, AR mirrors, and other similar gadgets with voice recognition capabilities

How to become voice ready



Learn what Resulticks can do for your brand.

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