

# Is Voice-First Technology a Must-Have in 2020 and Beyond?

Voice-first platforms and interfaces such as Amazon Alexa, Google Assistant, Microsoft Cortana, Samsung's Bixby, Apple Siri, and Alibaba's AliGenie seem to be everywhere in the consumer world, with smart speaker sales growing at over 78% a year and 53% of all smart speaker owners using their device daily.

Major brands like Proctor & Gamble are making bank with Alexa-powered voice search, and other brands are looking to leverage voice-powered ecommerce as well. Voice-activated technology is increasing every day, and brands need to be in the mix when it comes to voice search and voice-related customer experience outcomes.

The interface of choice is quickly shifting for screens to voice for both consumers and business users as voice technologies, real-world applications, and fundamental business strategies are looking to "voice first" as the next huge area for growth.

Participate in this Best Practices installment and help our readers understand how voice-first strategies and tools are changing the way consumers interact with devices and businesses alike.

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Also in October: Data Quality: The Key Ingredient in a Data-Driven Customer Strategy

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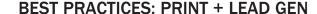
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