Increasing demand & deeper interactions with digital voice assistants expected

Ownership of STANDALONE DIGITAL VOICE ASSISTANTS

Current ownership is limited to early adopters, though interest is growing.

Use of digital voice assistants is consistent across age (except 55+); US OWNERS SHOW HIGHEST USAGE

Consumers show high usage for DIGITAL VOICE ASSISTANTS - 2 out of 3 use it on an ongoing or daily basis.

PURCHASE INTENT

Interest is increasing but there is a risk of adoption getting ahead of capability

Digital voice assistants CAUSE FRUSTRATIONS more often than other intelligent devices

Frustrations with digital voice assistants often VARY BY COUNTRY

CONSUMERS ARE READY for new types of interactions with digital devices beyond the touchscreen - especially voice control

For more information, please contact your Accenture Business or Solutions team at sales.support@accenture.com.