



CUSTOMER CARE TRENDS – THE RISE OF VOICE

VIDEO TRANSCRIPT

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One of the key AI trends is The rise of voice. And what I mean by that is, the ability for you to do a search and get an outcome to your question, to your transaction using a voice rather than a text search.

Historically we've seen an enormous uptick in text searches, but what we're starting to see now is a shift. That shift is a focus to voice searches and it's predominantly pushed by Amazon Alexa or Google home, and the ability for you to just ask the question and get an answer.

Traditionally, those voice searches, and those voice AI capabilities have enabled you to turn the lights on, turn the lights off, check the temperature in the room, maybe get a news bit, but what we're starting to see is their technologies and their capabilities are getting stronger and stronger. What does that mean for Public Service organizations? That means, if I'm a benefit recipient, I can ask the status of my benefit using Alexa or using Google home. That

means, if I want to know the status of my parcel delivery, I can see and get the status of it by just asking Alexa. In the same manner that I ask her to turn the lights on, I can ask her when is my postal package expected to arrive.

What this means for government organizations? What does it mean for higher education organizations? You need to start thinking about how to start to leverage AI voice searches as part of the technology channels, as part of the technology means that you're providing to your customer. When doing that you'll be able to get to your customers in the channel that they prefer and their preference of shifting from voice. So, it's critical for you to start thinking about how to use voice as part of the capabilities that you're providing to your customers to engage with you.

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