

# Wemo works smart home magic with the Google Assistant

## Challenges

A brand of Belkin International, [Wemo](#) launched their first smart home products in 2012. Today, over two million households worldwide use over three million Wemo smart plugs, switches, and lighting products to measure and manage their homes from their smartphones and tablets. The company says their products make life “a little simpler, smarter, and a whole lot more magical.”

From day one, Wemo provided users with a mobile app to control their lights and home appliances from anywhere. This approach works well when users are on the run, but at home, people want their technology to fade into the background and work as seamlessly as possible. Wemo wanted to provide an alternative way for consumers to interact with their smart devices that didn't require them to pull out their smartphones or tablets.

“Conversational computing was part of the Wemo vision from the beginning,” explains Justin Doucette, Sr. Director of Product Management. “The home is a shared environment with shared experiences among family and friends. Solving for shared control in the home was critical for the adoption of smart home devices with the mass consumer.”

## Solution

The company believed that by integrating their products with the Google Assistant, they could provide a simpler in-home connected experience for users. “When Google launched their platform, we were right there with them,” Doucette says. In January 2017, Wemo integrated their devices with the Google Assistant on Google Home to give customers “hands-free, seamless control of their connected lights, fans, and other household electronics by just using their voice.”

Wemo handled the project entirely in-house. “We were able to go through the development cycle and launch our Google Assistant integration on the Actions on Google platform within a month,” Doucette says. Wemo consumers now have hands-free, voice control of their lights and appliances using voice-activated speakers in Google Home, Android phones, and other devices that come with the Google Assistant built in. They can activate these devices simply by saying phrases like, “Ok Google, turn on my coffee pot,” “Hey Google, turn on my kitchen lights,” or “Ok Google, dim the bedroom lights a little.”

“We were happily surprised by how positive and streamlined the whole development experience was with the Google Assistant team,” Doucette says.

*“Wemo consumers love using their smart home devices with Google Assistant voice control. They make over 100,000 Google Assistant voice commands every day.”*

**Justin Doucette**  
Sr. Director of  
Product Management  
Belkin International

## Results

Wemo takes a “lean-forward” approach to engaging with consumers to understand what matters most. “Our consumers are delighted by the user experiences brought to life by the Google Assistant and Wemo,” Doucette reports. “We really have seen an incredible, tangible impact.”

Consumers using voice activated-speakers like Google Home, are more likely to adopt Wemo’s smart home products. Wemo smart plugs are often the first smart home product people experience and it opens them up to a new world of possibilities. Wemo also gets a lot of useful feedback from users enabling the smart home company to continue to provide “very robust, direct, simple voice commands to devices running on the Google Assistant,” Doucette adds.

“Wemo consumers love using their smart home devices with Google Assistant voice control,” Doucette says. “They make over 100,000 Google Assistant voice commands every day, to create their own perfectly personalized smart home experience—from turning on the bedroom lights to brewing their morning coffee from bed.”

Doucette says, “We’re extremely happy with the results we’ve seen so far but we are even more excited about all the new features that Google is launching in the future.”