

Finding good use cases in voice

Today, we all use a proliferation of channels – including conversational AI platforms like chat and voice. Given the speed of this shift, it's not surprising that conversational AI is gaining traction in digital marketing, product design, and communication circles.

But when do these channels make sense for your business and customers? What business challenges can they help solve? What's the best way to get started? And how do you avoid random acts of digital that could fragment your customers' experience?

Let us guide you in determining whether or not voice is right for your business.



Let's brainstorm

A few tips before you get started:

Tip 1. Keep the focus narrow

Like any channel, voice should be considered part of your overall approach to customer engagement. Use it strategically, starting with one or two core features that complement existing channels. Once you prove its value, you can iterate and expand its functionality.

Tip 2. Think about where conversation is natural

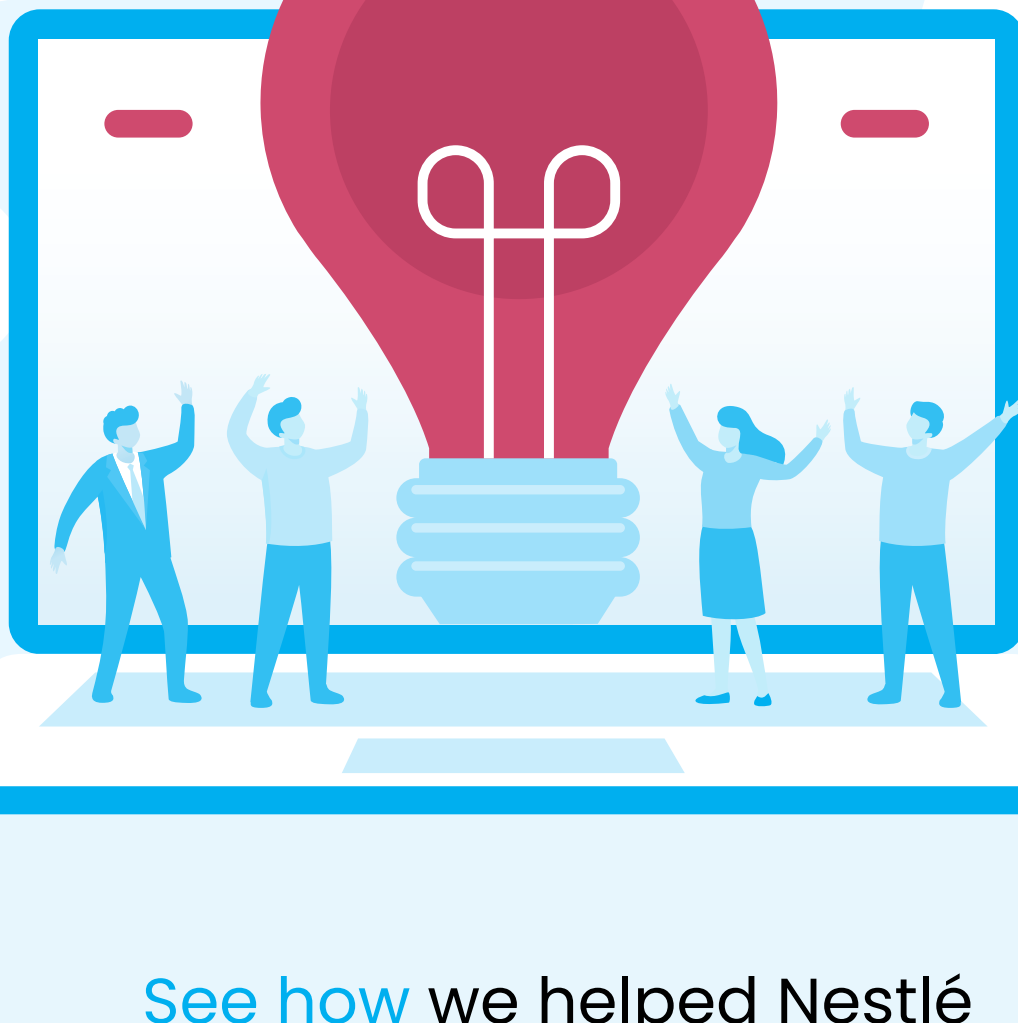
Where are people already having related conversations? These situations make voice an intuitive channel.

Tip 3. Consider where your customers multi-task

Voice can be very handy when eyes and hands are otherwise occupied. Driving and cooking are two prime examples.

Tip 4. Context is key

Be mindful of the physical and social contexts where you expect to serve your users. The same person who happily plays a voice-driven quiz game with family and friends may not feel comfortable using voice when researching a sensitive personal topic.



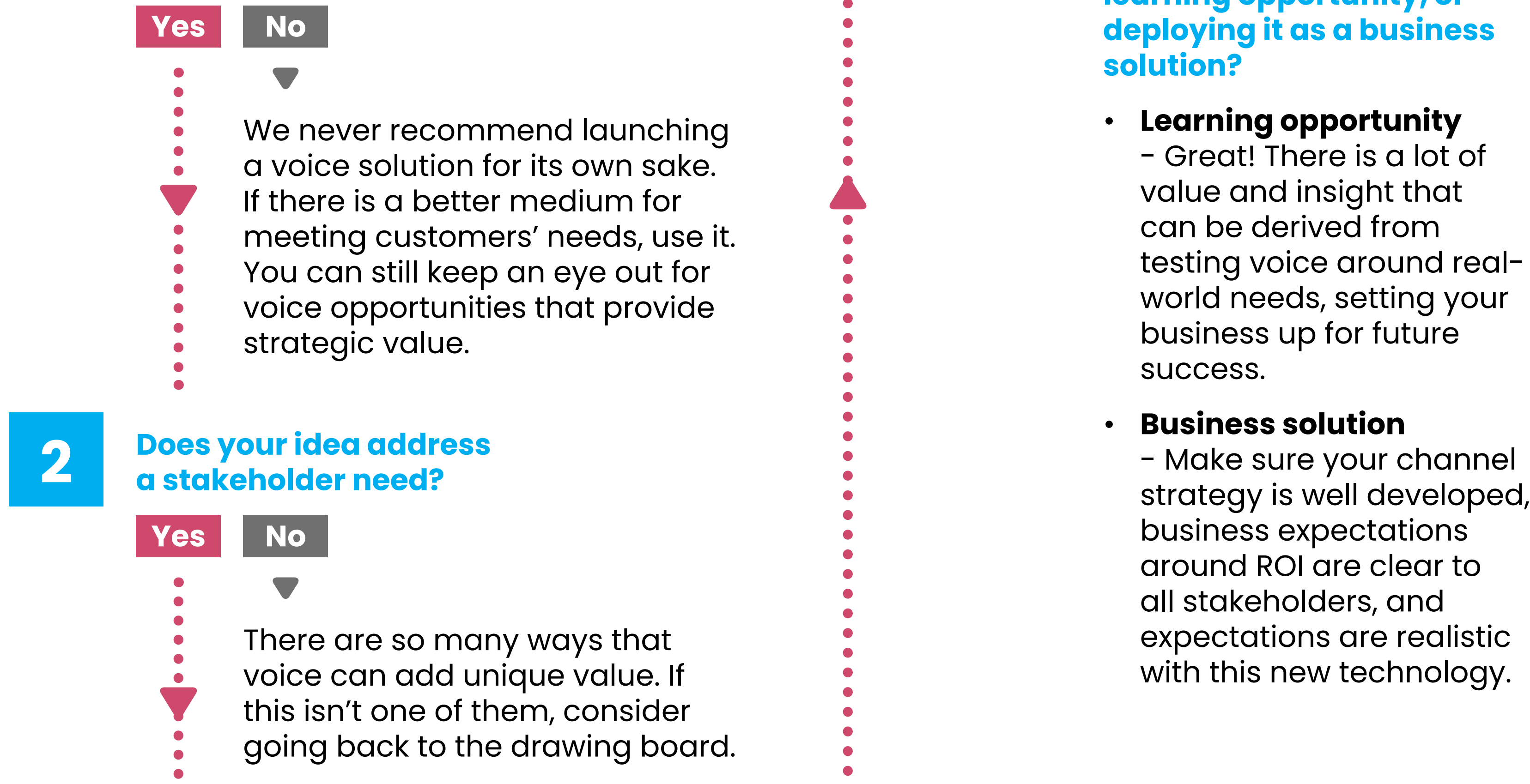
See how we helped Nestlé with a voice-plus solution centered around the GoodNes skill for Amazon Alexa, a virtual cooking assistant that allows users to follow recipes in an easy, step-by-step fashion. This experience made it easy for users to browse, select, and prepare recipes — all built on the tools and services of the AWS platform.

Using our template, consider how one of our eight categories might align with and fuel your existing business strategy.

Now it's time to brainstorm. Use this template to come up with as many ideas as possible.

	Benefit	Details	Idea
 Brand building	Generate awareness	Use conversational AI to provide a specific type of experience so people know who you are and what you offer	
	Create engagement	Draw people into an exciting opportunity to learn and have fun	
	Share information	Provide industry-specific tips and advice via voice	
 Conducting business	Facilitate ecommerce	Let people make a purchase or move money using voice	
	Service customers	Allow people to call your contact center through voice-controlled devices	
	Improve operations	Use voice to automate repetitive, time-consuming tasks	
 Product enablement	Integrate into a product	Weave voice into your product's functionality	
	Enable distribution	Use voice to disseminate content, complementing traditional online and print channels	

Once you've brainstormed a list of potential ideas, run each through this framework to help you start to narrow down your list.



When you have ideas that have made it this far through the vetting process, here are some open-ended questions you'll want to think through with your technology partner:

- Are competitors making inroads in this space? What are the details?
- What are the benefits? What are the risks?
- How many people will you try to reach?
- What kind of results can you reasonably expect?
- And, finally, what's the cost of *not* doing this?

Preparing your content

People speak very differently from how they write, so your content will need to be written (or rewritten, if you are reusing existing content) to support listening comprehension, turn-taking, and nonlinear conversational paths. This is a great place to tap into an experienced partner.

Keep your eyes on the prize

As you consider potential "extras," be clear about whether they are essential to your business goals. If they aren't, table them for future enhancements. However, if a more complex feature has high value for users or the business, and if it looks possible to achieve within project constraints, don't feel you have to back down from it. Just remember to stay flexible as challenges arise. If delivering a certain feature starts to become too difficult or too costly, be willing to recalibrate.

Mind Your Metrics

Once you've published your skill, you can start tracking data about how people are using it. Most conversational AI platforms have evolved to include analytics as part of a standard dashboard. Those metrics can be an important guide to creating an even better experience for your customers.

Some key usage patterns to consider include:

Session numbers	Retention	Interaction paths	Intents	Utterances
<ul style="list-style-type: none"> How many total sessions has the skill received within a certain time period? Were there spikes in traffic? If so, can you identify why? 	<ul style="list-style-type: none"> How often do customers return after their first use? Is your skill intended to be used regularly, as with a habit-building skill, or periodically, as you might expect for a transactional feature? 	<ul style="list-style-type: none"> Once someone enters the experience, what steps are they most likely to take? Is this the most efficient route available? 	<ul style="list-style-type: none"> What intents or skill features are invoked most commonly? How many different intents tend to be invoked in a single session? 	<ul style="list-style-type: none"> How many times does the average user speak in a session? How well are users' utterances—the words they use to indicate what they want—mapping to intents?

As the questions above suggest, it's best to keep these numbers in context. Combining these metrics with qualitative insights from ongoing prototyping and usability testing will help you understand the "why" behind what you are seeing.

Test, track, tune

As you move through your program, you'll want to continue to learn, track the value, and enhance your voice experience. Retain the lessons you learned from this launch to help you identify ways that voice can add unique value to your customers—and your business—going forward.

About Mobiquity

Mobiquity is a digital consultancy that partners with the world's leading brands to design and deliver compelling digital products and services for their customers. Its approach balances human needs with usefully applied technology, unbound creativity with research and analytics, and agile development with strict engineering and security standards.

Mobiquity's end-to-end services provide strategy, experience design, product engineering, cloud services, and analytics, considering every dimension of digital business, from marketing to IT. Mobiquity is an AWS Partner Network (APN) Premier Consulting Partner, and has worked with AWS since 2011 to deliver 100% cloud-based innovation to its clients.