



How Voice Tech



The Methodology

Online Study

Thailand, Japan, Australia, China, Singapore

Focus on Thailand

Qualitative Research

- In – depth Interviews.
- Behavioral observation
- Online Community



voice

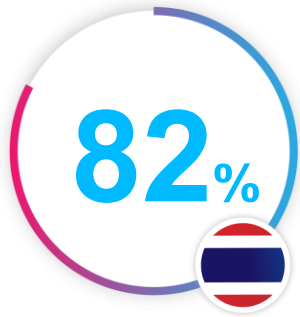


The Truth

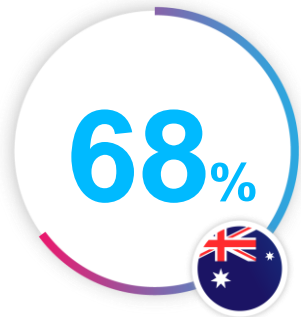
People want to feel like they are talking to real human when they talk to Voice Assistant



China



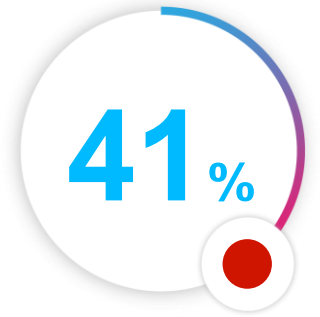
Thailand



Australia



Singapore



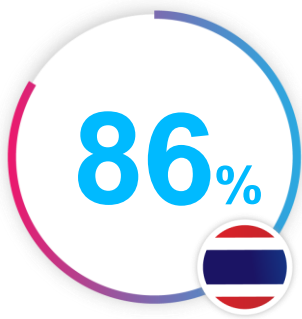
Japan

The Truth

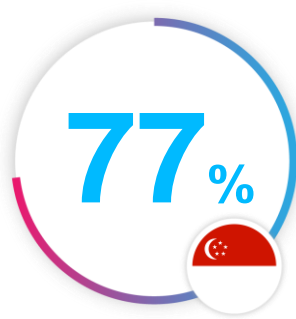
People want VA to have more personality



China



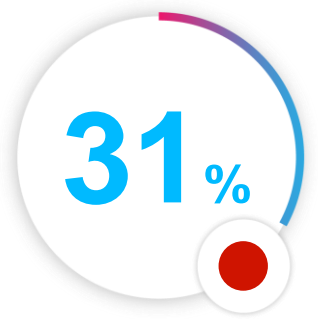
Thailand



Singapore



Australia



Japan

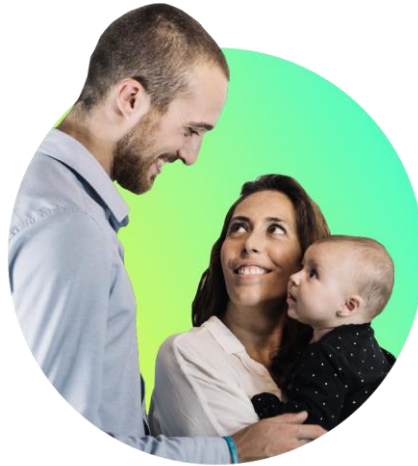
Human & Machine

Human & Machine Relationship

Can be explained
in different state of mind



Child



Parent



Adults

Four Types of Emotional Connection found from Human & Machine Relationship



01 TRUST OF RELIANCE

45%

of all smartphone users in Thailand like “ The ability to use what it knows about me to understand what I am asking and give me better answers. ”

02 ABILITY TO CONTROL

54%

of all smartphone users in Thailand want : “ the machine to maintain a proper conversation with me.”

03 FUN & AT EASE

47%

of Thais like to ask their VA fun questions

04 INTIMACY

“ People will become more emotionally attached to their voice assistants as advances in machine learning continue ” Thompson, 2017

LOVE

XIAOICE BY MIC

Xiaoice has more than **40 million** registered users, and approximately

I'VE HAD A SEXUAL
FANTASY
ABOUT
MY VOICE
ASSISTANT

Thailand



Singapore



China

Australia

Japan

Five Emerging Trends



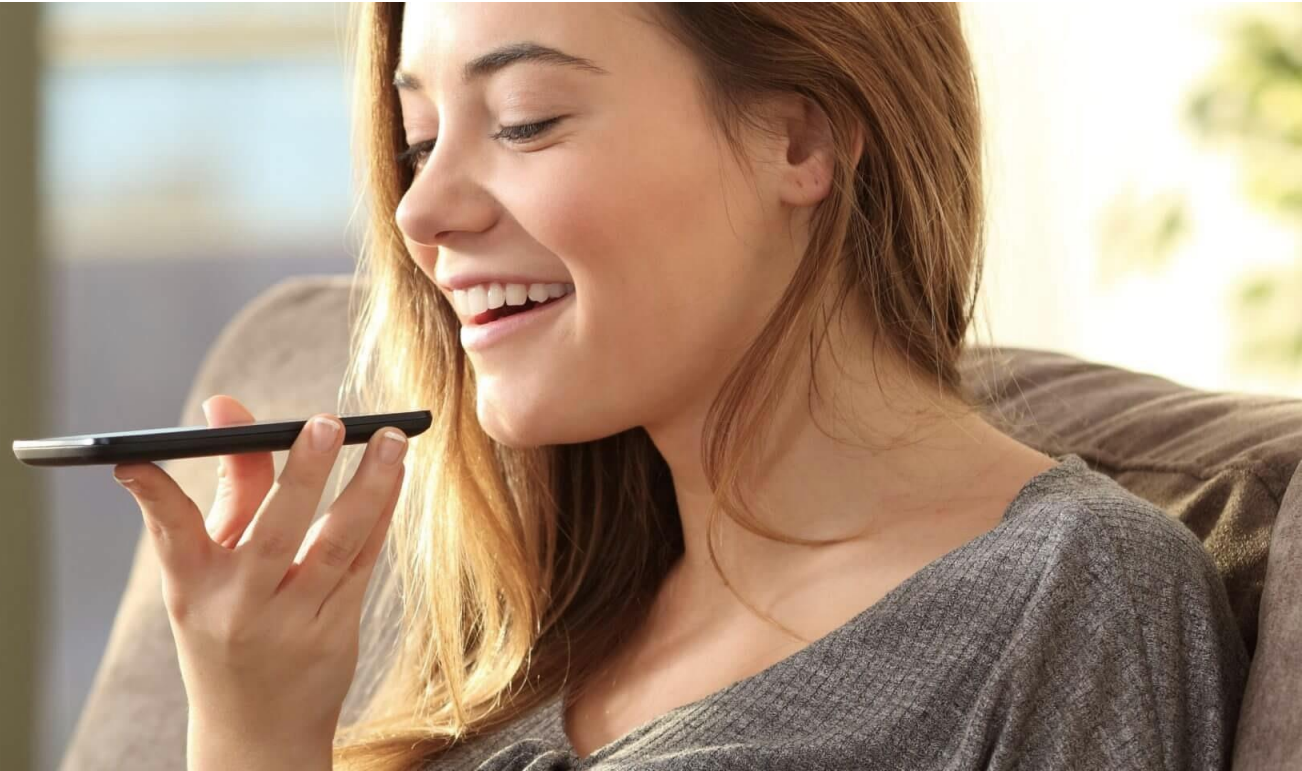
Trend 01

Search Redefined



Trend 02

Voice customization is the next big thing



Trend 03

Synergy is the new norm



The convenience
led situation



The inertia
led situation



The entertainment
led situation



The time limited
led situation

Trend 04

Era of Voice Ethics

The Need for Responsible Voice Technology.



Voice of Consumers

An aerial photograph of a city street with white and black stripes. Several pedestrians are walking across the frame. Overlaid on the image are six red speech bubbles, each containing a consumer concern. The concerns are: 'Want guarantees that VA would not be used for other proposes', 'I am worried that government and companies will listen in to my conversation', 'I need Privacy', 'Using voice will make it more difficult to concentrate on tasks', 'Voice may impact my ability to hear', and 'Voice tech will make human lazier'.

Want guarantees that VA would not be used for other proposes

I am worried that government and companies will listen in to my conversation

I need Privacy

Using voice will make it more difficult to concentrate on tasks

Voice may impact my ability to hear

Voice tech will make human lazier

Trend 05

Cultural - led voice technology



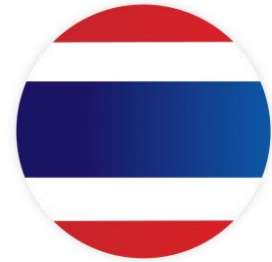
Dictate text



Make notes
Reminder



Financial Data
lists



Fun & travel

Consumer Relationship

The Implications for Brands

0 Must Grant Consumers' wishes using voice

1



Offering



Collaborating



Becoming Personal Assistant

02 Transform complexity into simplicity and personalization



03

Create Intimacy with consumers using voice



04 Make voice a trusted yet freedom of choice for consumers

Voice is your fingerprint

Voice identification system





Voice is your new currency

Use voice to use services and payment

Voice

Out your mind

Voice in products / services



The Final Thoughts



- **Voice technology**
- **Create emotional**
- **Integrate voice**
to core brand's experience
- **Focus on humanization and customization**
in using voice

Thank you
