



# IoT Retail: Voice

An IoT touchpoint that piqued the interest of consumers in recent years has been Voice. Research suggests that thanks to rapid consumer adoption, Voice could be the next big disruptive force in retail with estimates of \$40bn in spending by 2022 in the US alone.\* Making Voice the third biggest online retail channel after web and mobile.

Shopping with a Voice assistant can significantly decrease the friction consumers experience with traditional retail outlets like limited opening hours and long waiting lines, or the performance and navigation of typical online shops. Whereas, the customer journey used to be streamlined with a start and endpoint, Voice technology allows the customer to leap forward and only complete the steps that are relevant for that particular situation. If done right, Voice can be a great addition to your service offering and an asset in creating customer loyalty.

## How it Works

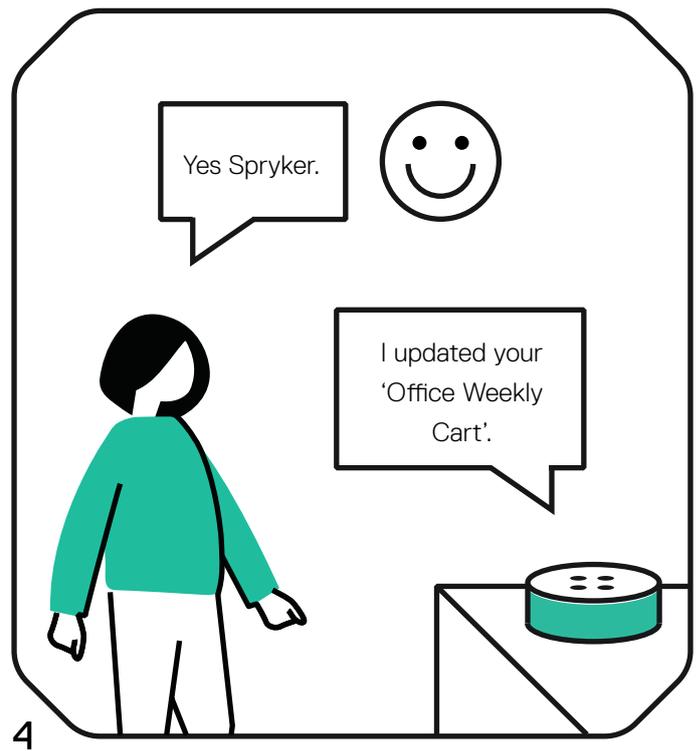
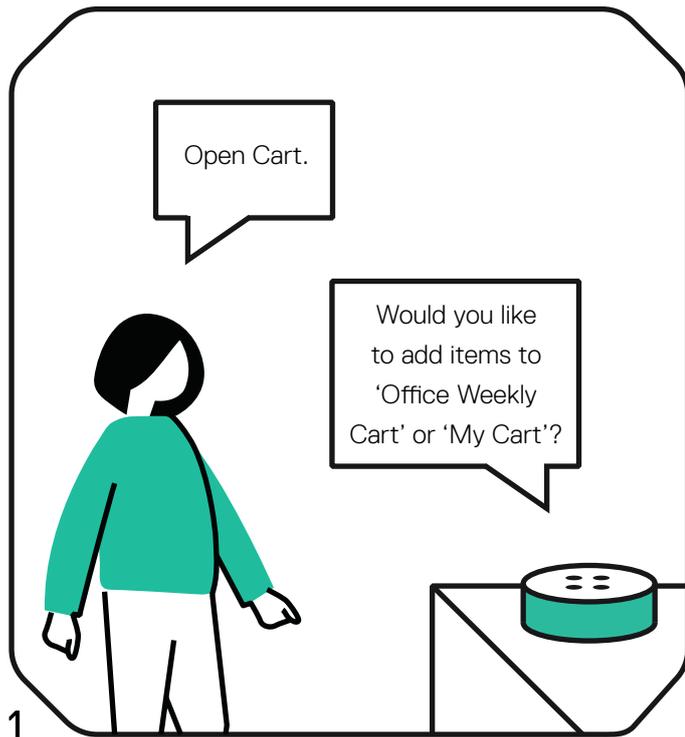
The biggest convenience of Voice devices is the hands-free interaction. Once a device is connected to a user account in a webshop, it can be activated by voice with a chosen pre-determined phrase.

Customers who already have a good understanding of what they are inquiring about, can avoid tedious steps by using direct commands. The use cases for Voice usage are versatile, because they can provide a variety of complementary services that foster customer loyalty or used to do actual shopping.

## The Spryker Demo

In the Spryker Demo, the Voice device is connected to the e-commerce system through the Spryker Glue API. To visualize the simplicity and convenience of vCommerce, the Spryker Voice Demo shows an HR Manager ordering basic office supplies in a Product Set. The HR manager can activate the smart device with a vocal command and open a cart handsfree. The voice device will then ask whether to put the upcoming order in a regular cart or in the 'Office Weekly Cart', that will be shared by all the employees who have access. The Voice assistant is so accurate in taking your order it is able to ask you to specify variants, e.g. a lined or checkered notebook. The interaction ends with a confirmation of the cart order. However, in order to remain in control of purchases, all the Voice orders need to be checked manually in the webshop.

# Conversation with your Voice Assistant:



# New Opportunities When Connecting Voice to Spryker



## Increase Information Access

Voice assistants increase convenience for customers by skipping tedious steps like signing in to your account to look up information manually. Instead, customers can simply ask, “What’s the current status of my order?” or “When is my order arriving?” Additionally, crucial steps can be carried out when they are top-of-mind like, “Pause my subscription,” when going on vacation, for example.



## Discover new Sales Situations

Never underestimate missed sales opportunities, because customers didn’t have access to your products or services when the need arose. For example, long car rides create a variety of selling scenarios. When a customer is on the road and needs to make a purchase, hands-free access is necessary. Ordering food, drinks or groceries on your way home from a trip or booking a ticket while you are already in the car ensures a smooth purchasing experience.



## Improve Your Business Model

Do you offer products or services that can be enhanced through a Voice assistant? Guiding your customers through complex purchases, like insurance plans and claiming compensation, by voice can be an alternative sales channel that decreases complexities.



## Drive In-store Engagement

Voice can be a crucial part of an omnichannel experience and drive in-store engagement. Product information, discounts or store layouts can be accessed through Voice assistants and incentivize on-the-spot purchases. Furthermore, the retail experience can be linked to the online store and orders can be placed online via voice.



## Drive Customer Loyalty

Communicating by voice comes naturally, and conversations can be incredible tools for businesses to deepen the customer relationship. Voice assistants can function as a valuable resource to provide trustworthy advice on how to remove stains, give recipe instructions, or other useful information about your product. Adding services that solve problems will be appreciated by the customer and make sure that they return.

