



eCommerce shifts to voiceCommerce and the reality of science fiction

As computing power and affordability progress to the point where we can now talk to and be understood by computers, all people, not just the tech-savvy, can experience the future of technology. Think 'Alexa, Google, and Siri on the couch', as you interact with services by talking to a device in the comfort of your own home. And so science fiction becomes reality.

Powered by Artificial Intelligence, the next generation of Voice First interfaces offers customers an easy route to getting things done online. It will eventually usher in the age of vCommerce in which your voice is all you need to authorise payments for all manner of products and services.

Amazon started this revolution in 2014 with the release of the Amazon Echo smart speaker containing Alexa, the intelligent voice-controlled assistant.

Fast forward barely three years and Google, Microsoft, Apple, and Samsung are among those making significant investments in voice technology and releasing their own voice-based hardware and software.

The latest figures from Chicago-based research agency CIRP, suggest that there have been around 27 million Voice Assistants sold in the US to Q3 2017, with a strong Q4 expected to take that number to more than 40 million by the end of 2017. ➤

According to the 21 November 2017 Deloitte Australian Mobile Consumer Survey, in Australia more and more of us are becoming aware of smartphone Voice Assist (41%), which has also increased by 41% since 2016 (although usage is yet to boost with the release of Google Home in June 2017). This means we now have the chance to participate in the Voice First revolution.

Locally Amazon has been working on an Australian version of Alexa in time for the launch of its retail operation on our shores, which is also likely to significantly boost adoption of these devices in this country. As that happens, the notion of using your voice to interact with brands and services in the digital world is likely to become a new normal.

This will have an effect beyond the areas of eCommerce - Amazon's main reason for creating the Alexa assistant -and the playing of music, podcasts, and weather reports, the three main uses in common across all smart speakers.

As people become familiar with these devices their expectations will rapidly change. Taking your phone out of your pocket, opening an app, scrolling, and clicking to find out the performance of your super fund seems awfully hard work after you have had the experience of achieving the same thing by simply talking and responding to a couple of questions. The expectation gap will become even more pronounced as these devices and systems get to know us, and use AI to suggest or predict the next action we will want to take.

Imagine asking your home voice assistant to tell you your utilities bill? Then through a simple conversation determining why your bill is so high, and guiding you to a plan better suited to your needs.

41%

According to the November 2017 Deloitte Australian Mobile Consumer Survey, in Australia more and more of us are becoming aware of smartphone Voice Assist (41%)

Or after being discharged from a hospital, registering how you feel on a scale of 1 to 10 each day, with the device able to tell when you need to see a specialist and guiding you through the process to book an appointment.

When it comes to your super fund balance you can interrogate your home voice assistant and also ask about your performance over the past three months and the past three years. Then you can ask it to compare that to your peers and suggest any changes that it can recommend on that basis.

These scenarios no longer exist in the realms of science fiction, all of them are possible today and in fact the superannuation example has already been built on Deloitte's Digital Wealth Platform.



Simon Stefanoff is a Director in the Customer Experience practice of Deloitte Digital, and leads the Voice and Conversational UI team. He presented as a panellist at the ASFA 2017 conference. With more than 16 years' experience delivering innovative digital solutions for some of the largest consumer brands and financial organisations in Australia, United Kingdom and Europe, Simon has led strategic digital delivery and managed development teams for clients including British Airways, ING, Tesco, Credit Agricole, and departments of both the Australian and United Kingdom governments.

+61 3 9671 8834 sstefanoff@deloitte.com.au

This publication contains general information only, and none of Deloitte Touche Tohmatsu Limited, its member firms, or their related entities (collectively the "Deloitte Network") is, by means of this publication, rendering professional advice or services. Before making any decision or taking any action that may affect your finances or your business, you should consult a qualified professional adviser. No entity in the Deloitte Network shall be responsible for any loss whatsoever sustained by any person who relies on this publication.

Deloitte refers to one or more of Deloitte Touche Tohmatsu Limited, a UK private company limited by guarantee, and its network of member firms, each of which is a legally separate and independent entity. Please see www.deloitte.com/au/about for a detailed description of the legal structure of Deloitte Touche Tohmatsu Limited and its member firms.

About Deloitte

Deloitte provides audit, tax, consulting, and financial advisory services to public and private clients spanning multiple industries. With a globally connected network of member firms in more than 150 countries, Deloitte brings world-class capabilities and high-quality service to clients, delivering the insights they need to address their most complex business challenges. Deloitte's approximately 244,000 professionals are committed to becoming the standard of excellence.

About Deloitte Australia

In Australia, the member firm is the Australian partnership of Deloitte Touche Tohmatsu. As one of Australia's leading professional services firms, Deloitte Touche Tohmatsu and its affiliates provide audit, tax, consulting, and financial advisory services through approximately 7,000 people across the country. Focused on the creation of value and growth, and known as an employer of choice for innovative human resources programs, we are dedicated to helping our clients and our people excel. For more information, please visit our web site at www.deloitte.com.au.

Liability limited by a scheme approved under Professional Standards Legislation.

Member of Deloitte Touche Tohmatsu Limited.

© 2017 Deloitte Touche Tohmatsu.

MCBD_City_11/17_055227