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Prepare For Voice Search To Change Customer Discovery Forever

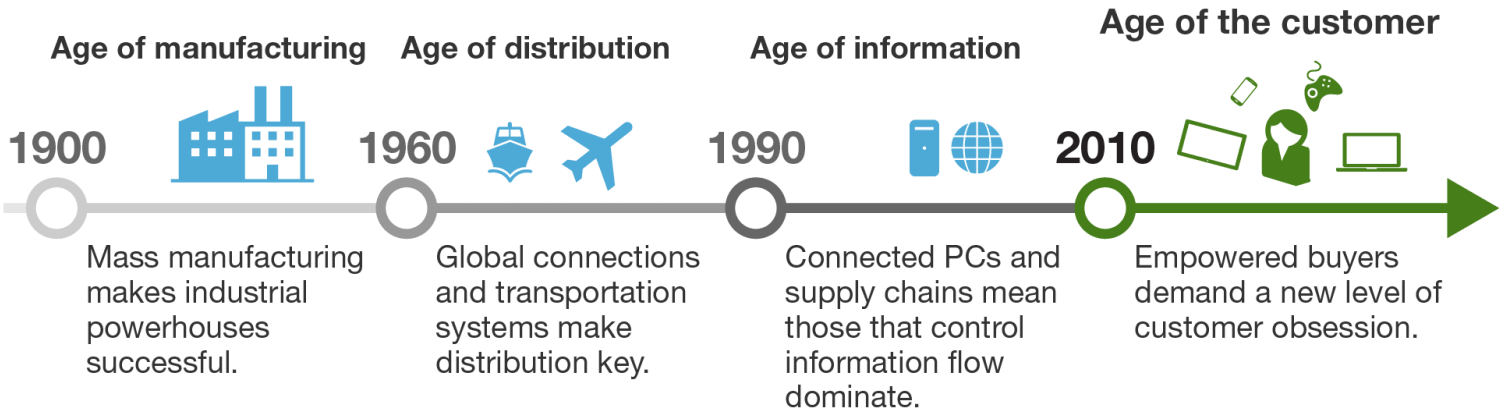
Collin Colburn, Analyst

@collincolburn

Date

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Welcome to the Age of the Customer



Source: Forrester Report “Winning In The Age Of The Customer”

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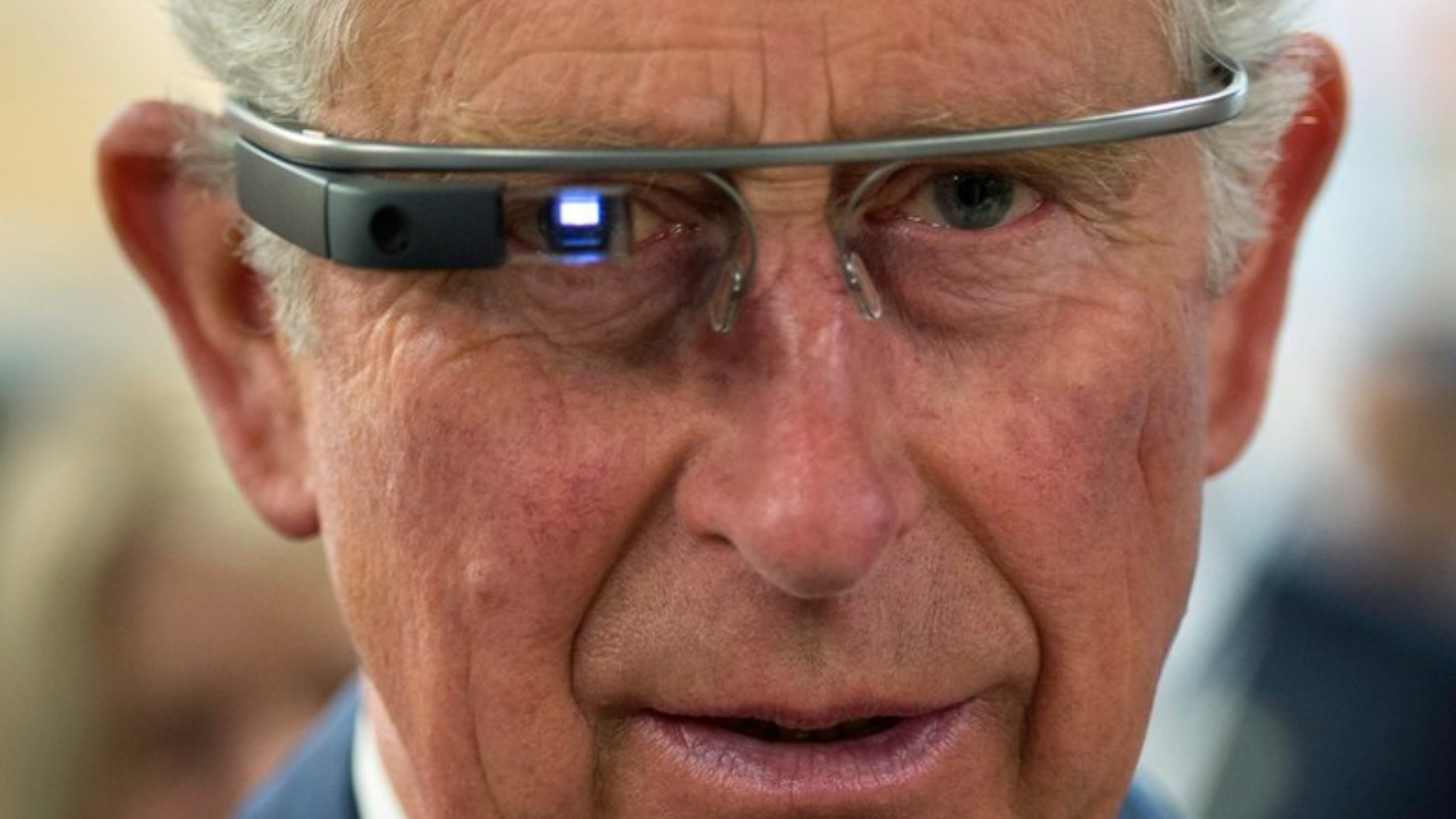
Source: Getty Images


Options:
-t Ping the specifed host until interrupted.
-a Resolve addresses to hostnames.
-n count Number of echo requests to send.
-l size Send buffer size.
-f Set Don't Fragment flag in packet.
-i TTL Time To Live.
-v TOS Type Of Service.
-r count Record route for count hops.
-s count Timestamp for count hops.
-j host-list Loose source route along host-list.
-k host-list Strict source route along host-list.
-w timeout Timeout in milliseconds to wait for each reply.
C:\>ipconfig
Windows IP Configuration
Error: This program must be run from within Windows
C:\>ping 192.168.10.1
Unable to contact IP driver, error code 0.
C:\>_
66
3M
DS,HD
3M


No Service
3:29 PM
New Message
To:
Cancel
Send
Q W E R T Y U I O P
A S D F G H J K L
Z X C V B N M
123
space
return


Palm Pilot
Palm Pilot





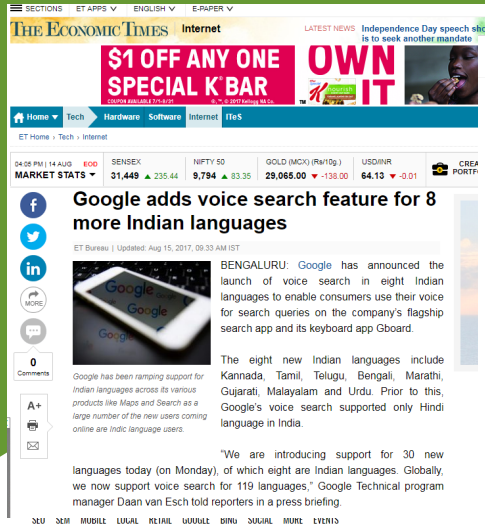


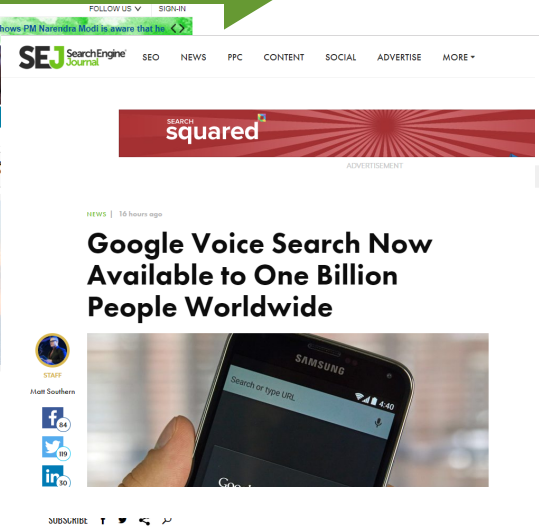


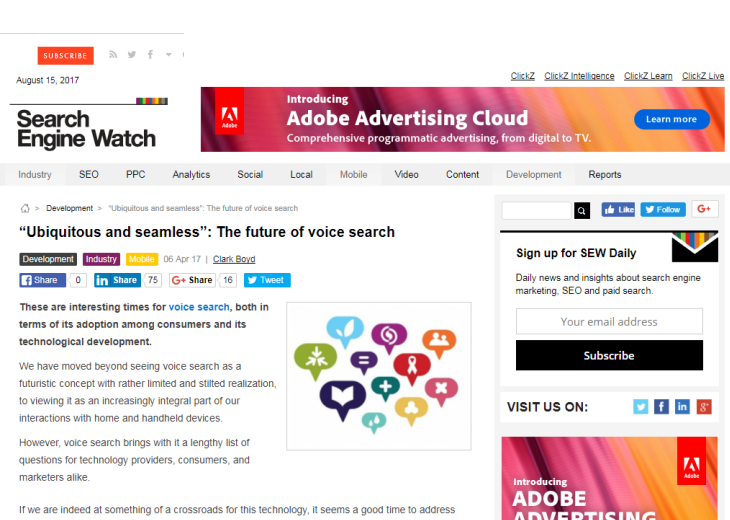
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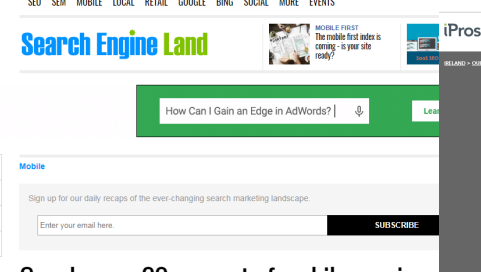
“How do I become the answer for ‘xkeywordx’ on Alexa, Google Assistant, etc.?”

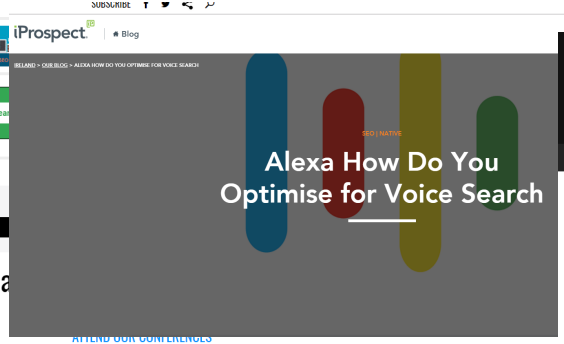
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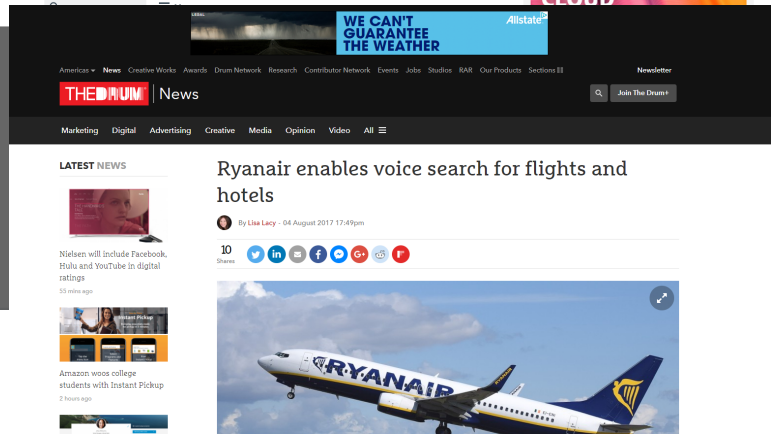










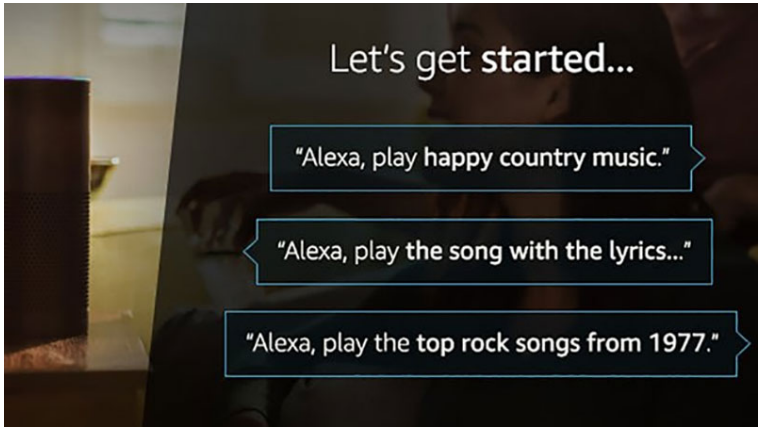


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I challenge you to think more critically about voice interactions

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Voice searches today are primitive



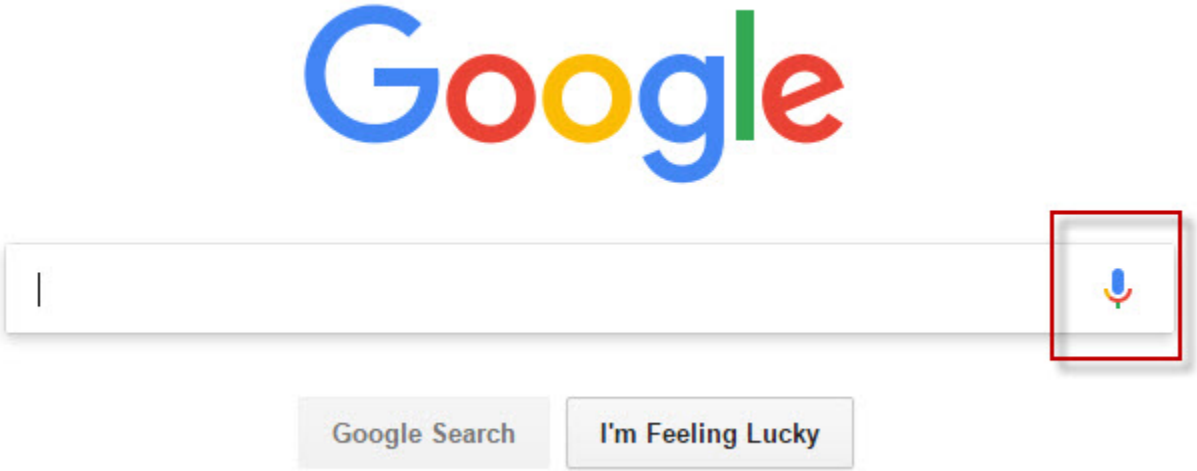


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But, customers will adapt quickly to intelligent agents



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But, customers will adapt quickly to intelligent agents



10 million + sold

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But, customers will adapt quickly to intelligent agents

97%

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Intelligent agents will become more sophisticated, too



IAs will improve their ability to **respond to complex questions**. IAs will curate content to a user based on learned habits (location, a person's daily routine, purchase history, etc.).

IAs will begin to **anticipate customers' needs and wants** before they search or ask a question. IAs will suggest or recommend solutions proactively.

IAs will begin to anticipate customers' needs and wants, consider their affinities and habits, and **complete simple purchased on their behalf**. IAs will be able to make reoccurring or simple purchase decisions without the user's explicit consent.

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How quickly will voice affect your business?

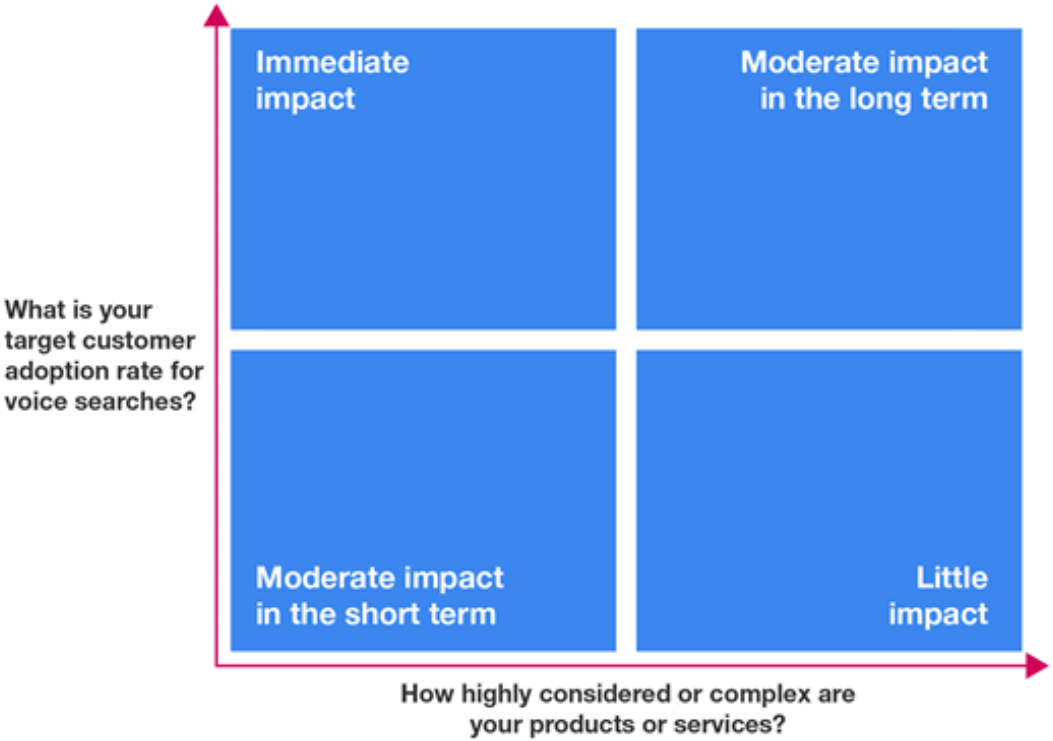
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Ask yourself two questions

1. How many of your target customers are using voice search today?
2. How highly considered or complex are your products and services?

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Determine your level of urgency



Source: Voice Search Will Change Customer Discovery Forever Forrester report

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Prepare today by tweaking your existing strategies

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Tune your SEO to voice search



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Hone in on discovery marketing























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Localize your marketing efforts



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Make brand marketing a priority



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“Use technology with caution. When we got too wrapped up trying to do new things, we stopped proving our brand values and slowly disappeared out of user consideration.”

— Adam Petrick, global director of brand and marketing, Puma

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Thank you

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