

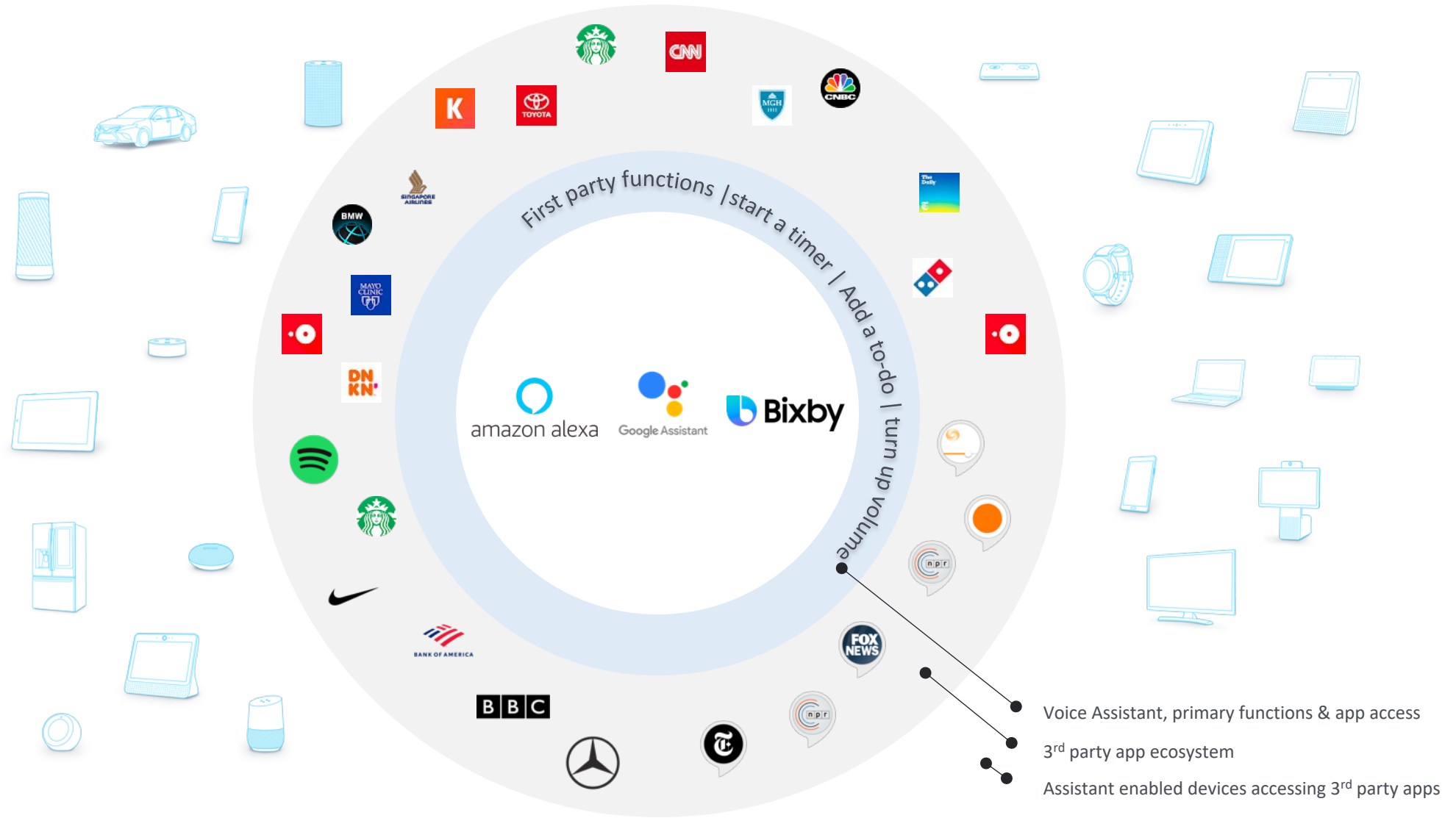


REAL WORLD EXAMPLES IN VOICE

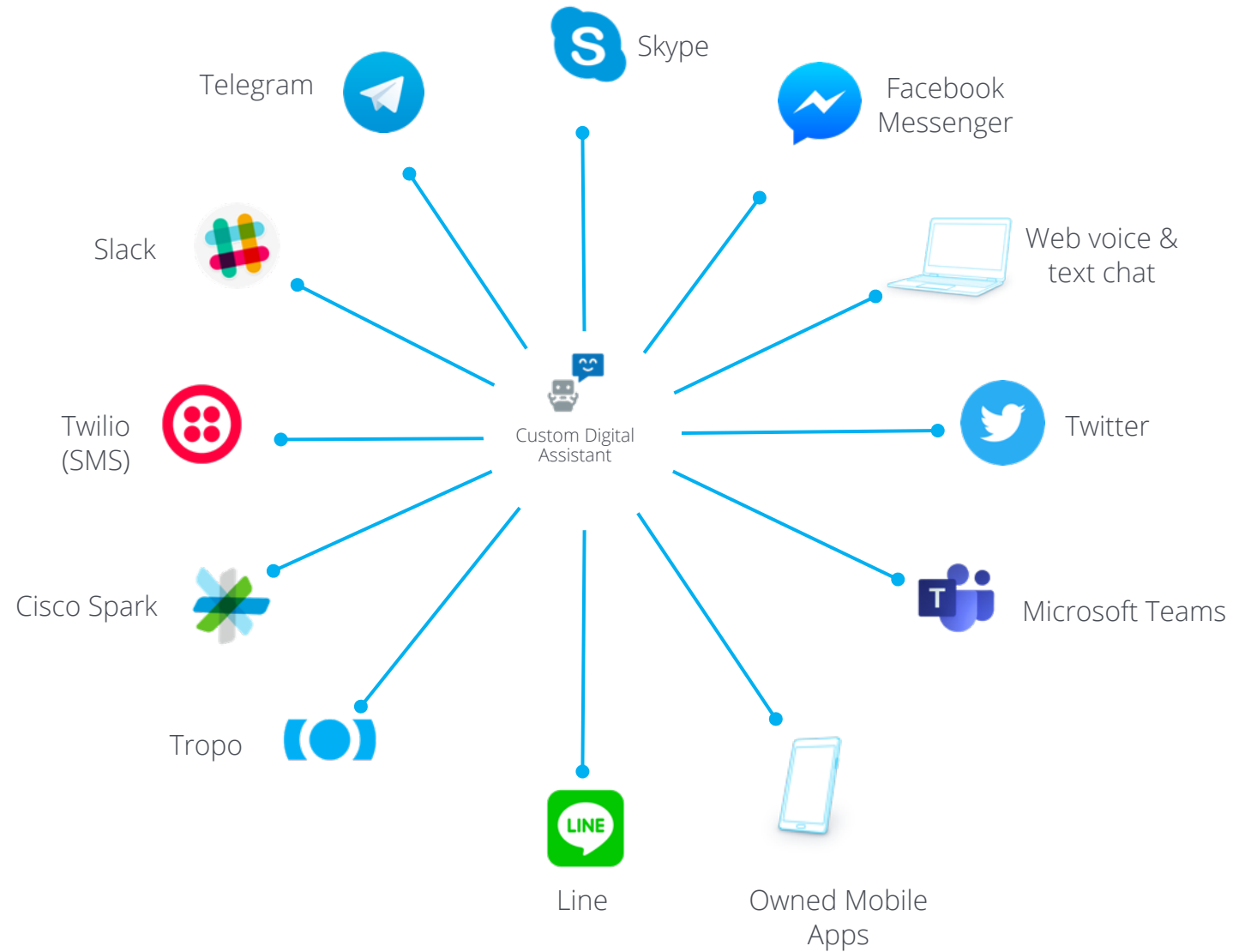
Insights from Active Conversational Apps

February 9, 2022 – VOICE SUMMIT SERIES

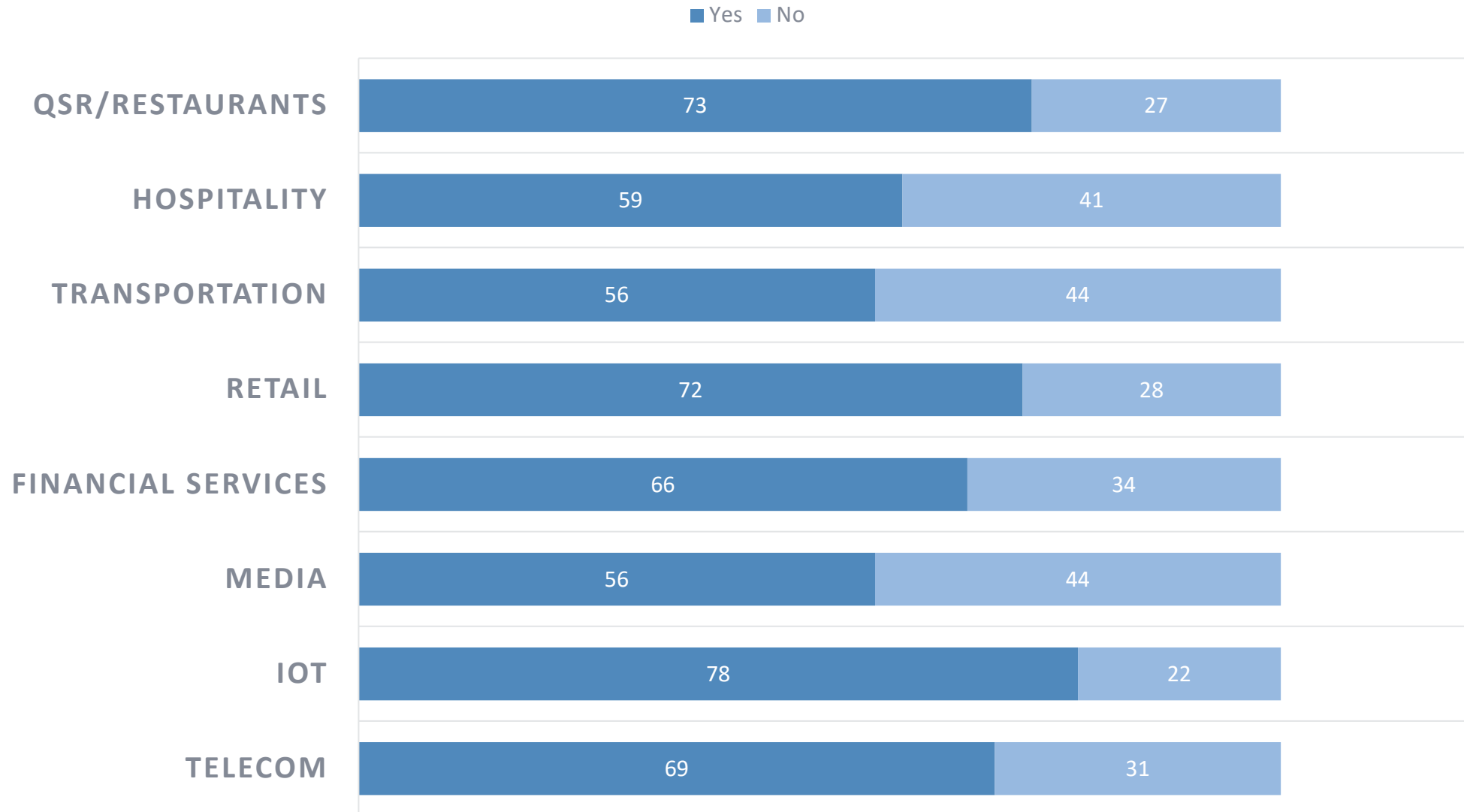
Digital Assistant Channel & Endpoints



Custom Voice/Chat Apps are on the Rise

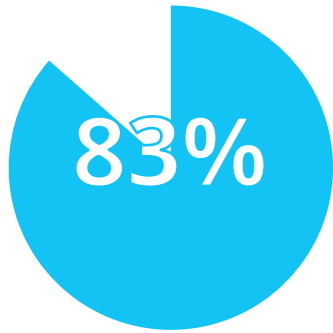


Voice Involvement by Industry

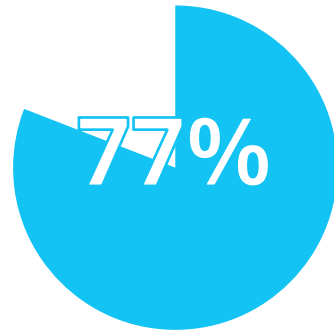


Categorizing Voice Experience

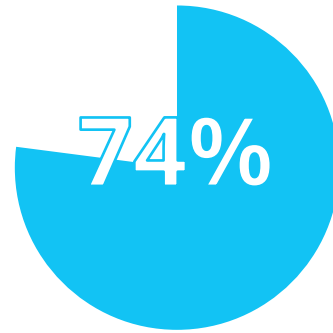
How Voice Assistants Drive Value in Organizations



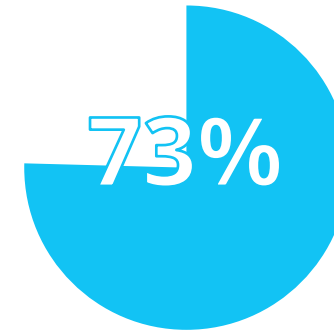
Convenience and speed



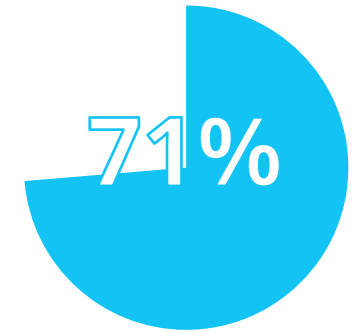
Improve Customer support



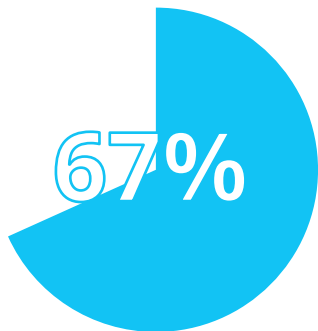
Control brand Identity and UX



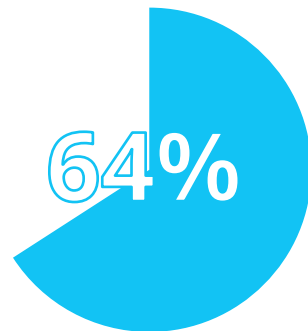
Operational efficiencies



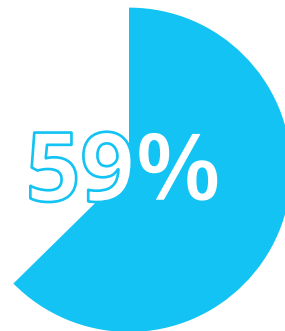
Increase Loyalty



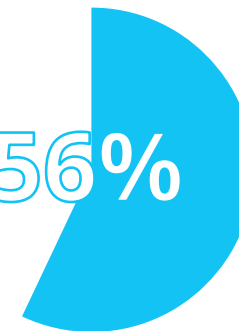
Stay competitive



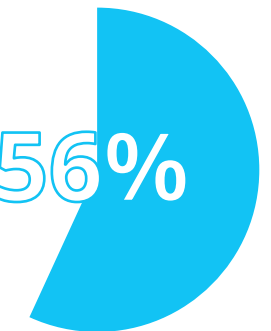
Hygiene And safety



Ecommerce/ Shopping



Cost Savings



Revenue Generation

Four General Entry Points



Marketing
& Advertising



Experiential



Product Extension



Service Layer Extension
(customer & employee)

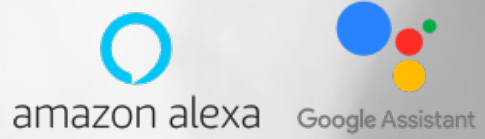
Campaigns, Marketing & Advertising



Assistant, ask Principal
How much should I be
saving?



It varies for each person.
Let me ask you a few
questions to get you
started...



Assistant, ask Garnier what hair color is right for me?



A new hair color can be a nice change to the norm. Let's go through some questions to...

Subject: Use Shade Selector on our Garnier Voice App

Ask Garnier about hair color, hair care, ad hair style »
View on Web

GARNIER

HAIR CARE STYLING SKIN HAIR COLOR SHOP

“ASK GARNIER”

Now, you can ask Garnier to help you find the right shade for your hair.

ASSISTANT, ASK GARNIER TO HELP FIND MY SHADE

BEFORE AFTER

LEARN MORE

works with the Google Assistant amazon alexa

“I WANT TO LEARN ABOUT CUTE HAIRSTYLES.”

“HOW DO I APPLY NUTRISSE?”

“ASK GARNIER”

Now, you can ask Garnier to help you find the right shade for you

HEY GOOGLE, ASK GARNIER TO HELP FIND MY SHADE

BEFORE AFTER

5X SMOOTHER* HAIR
HALF THE TIME

FORMULATED WITH
Argan Oil & Plant Protein

SCAN TO GET YOUR COUPON

GARNIER FRUCTIS SLEEK SHOT IN-SHOOWER STYLER

PUTS SLEEKING TIME IN HALF

ENJOY COMPLIMENTARY SAMPLE

MIX WITH SHAMPOO

RINSE & CONDITION

BLOW DRY TO CUT SLEEK TIME IN HALF

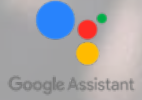
0.34 FL. OZ. (10ml)

amazon alexa
Say “Alexa, ask Garnier what are the sleek shot benefits?”

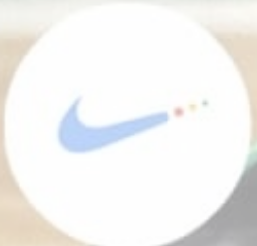
works with the Google Assistant
Say “Hey Google, ask Garnier how much Sleek Shot should I use?”

*enabling the skill/action may be needed for content

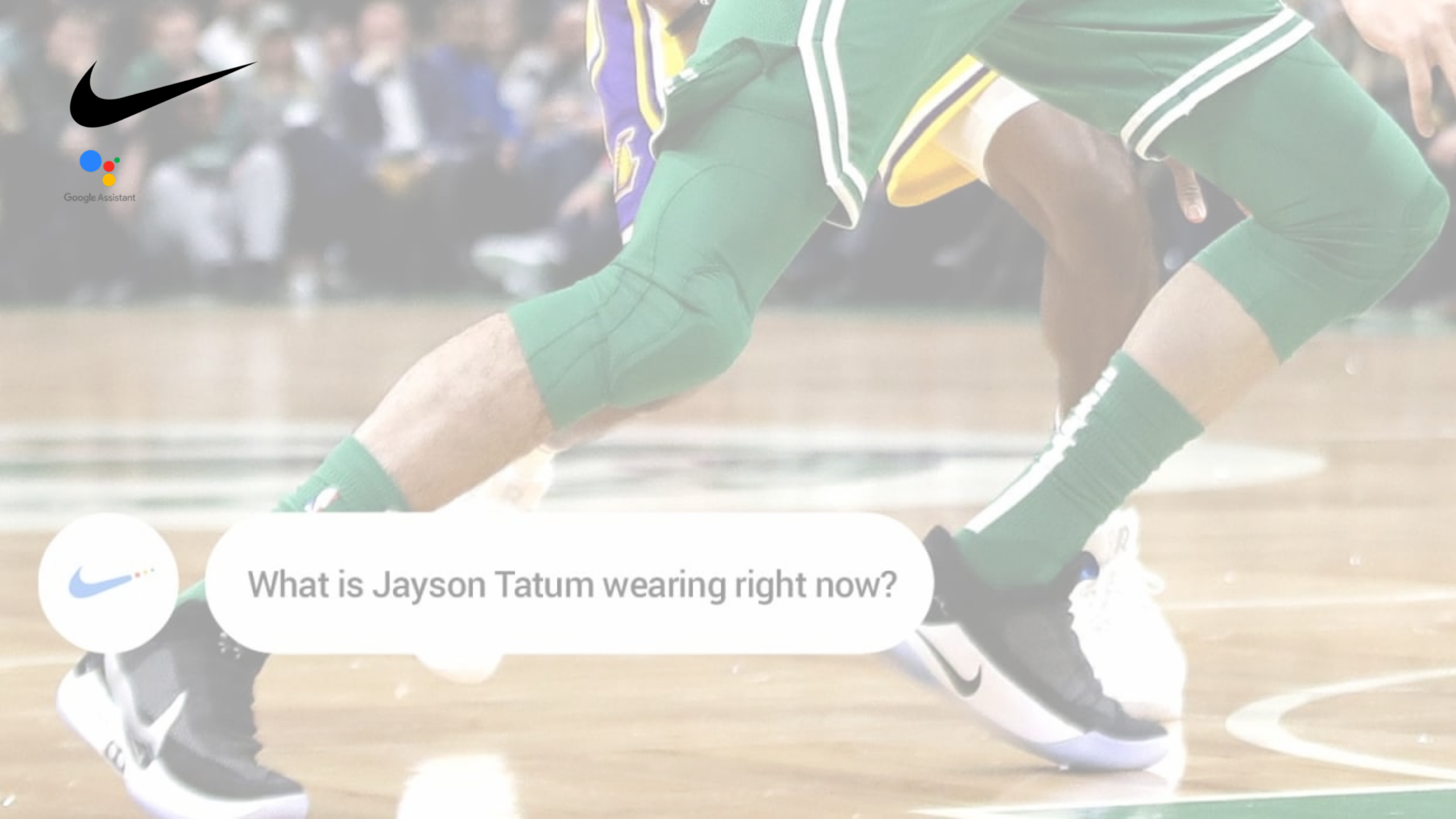
*System of shampoo vs. non-conditioning shampoo



Google Assistant



What is Jayson Tatum wearing right now?



Unpacking Campaigns & Advertising



Execute



Platforms

Voice Landers

Ad/Marketing: Just tell your assistant...

User: Audi, Tell me about the new Q400.

Interactive Ads

Ad: Would you like to schedule a test drive?

User: Yes, I would.

Commerce

Assistant: Would you like to pre-pay for your service?

User: Yes, use the card in my wallet

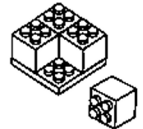
Voicify

Voicify
+
CRM

Voicify
+
CRM
+
Commerce

Quick Transition To:

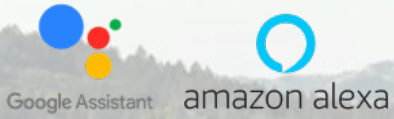
- Purchase
- Customer Service
- Reminders



Leverage Voicify Modules

- Campaign Lander
- Twilio Integration
- Integrated Modality Support
- Games

Experiential

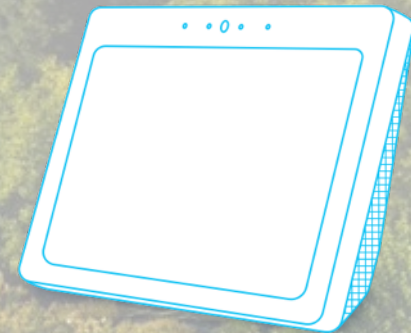


DUCKHORN[®]

VINEYARDS

NAPA VALLEY

Assistant, tell Decoy Wines I want a wine tasting.



It's a great time of day. Wine tasting time. Let me know what bottle you are drinking, and we'll get you some notes.



decoywine
Napa, California

decoywine "Alexa, open Decoy Wines"
"Hey Google, talk to Decoy Wines"

You can now discover Decoy wines with both Amazon Alexa & Google Assistant. Decoy brings the sunny comfort of wine country to your home via original recipes, exciting food and wine pairings and tasting notes!

12w

chelc.eriica Love @decoywine
12w Reply

gotowino BIGGEST FAN! 🍷👑

Spectator "Wine of the Year" winners in its portfolio, the Duckhorn Portfolio wines are available throughout the United States, on five continents, and in over 50 countries.

Ask Alexa About Decoy Wines

Watch later Share

Watch on YouTube

Duckhorn Portfolio

The Duckhorn Portfolio helped set the standard for American fine wine for more than four decades. Each of our wineries has its own dedicated winemaker with a focused winegrowing program committed to crafting terroir-driven wines.

DECOY CABERNET SAUVIGNON
Dark, Rich and Bold!

From its deep, inviting color to its enticing berry and spice layers, this wine showcases what



6:37

decoywine 23h

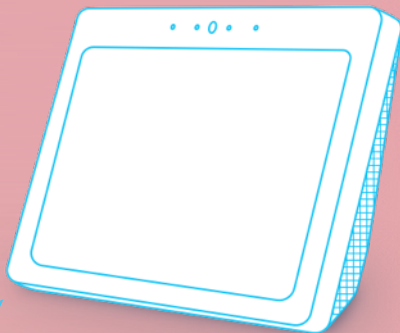
"ALEXA, ASK DECOY WINES WHAT VARIETALS TO HAVE FOR THANKSGIVING DINNER"

Send Message

Coca-Cola



Alexa, let's share a Coke.



{Fizz} There is nothing kinder than sharing a Coke. Let's get the info and...

Share a **Coke** with

Alexa





Assistant, open Wild Turkey Tasting.



Alright, alright, alright. It's time to taste some bourbon...



NEWS

Wild Turkey Virtual Tasting for Amazon Alexa & Google Assistant



Date: **February 2, 2021**

Author: **rarebird101**

0 Comments

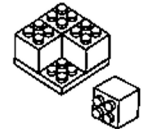
PLAN A VIRTUAL ESCAPE, AS WILD TURKEY® TRANSPORTS TRAVEL SEEKERS AND BOURBON ENTHUSIASTS TO KENTUCKY WITH ITS NEW GUIDED TASTING FOR AMAZON ALEXA AND GOOGLE ASSISTANT

Unpacking Experiential



Quick Transition To:

- Purchase
- Customer Service
- Reminders



Leverage Voicify Modules

- Campaign Lander
- Twilio Integration
- Integrated Modality Support
- Games

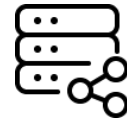


Execute

Guided Experience

Assistant: Do you smell orange or pears...?

Voicify



Platforms

Give Personality

'Alright, Alright, Alright...'

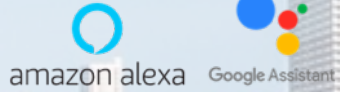
Voicify
+
A synthetic voice

Convert Interest Immediately

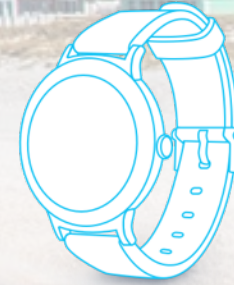
Assistant: Would you like me to text you a link to the nearest store?

Voicify
+
CRM
+
SMS service

Extending Service



Assistant, ask Leon County where I can get vaccinated.



Let's find a vaccination location for you. I can use the zip code in your profile, or you can tell me the one you are looking for.



Custom Voice Assistants
& Chatbots

Hello Doctor. For today's surgery we have a 7-item checklist before the operation commences. The first...

Alright MIA, let's start the pre-surgery check list.

WOLVERINE | WW
worldwide

Keds

saucony

Chaco

MERRELL



amazon alexa



Google Assistant

Assistant, ask Keds where my order is.



Good afternoon, your order has been shipped via USPS and is currently in Nashville, TN. We expect it to be delivered this Thursday.

Unpacking Self-Service



Execute



Platforms

Anonymous Experience

Assistant: Give me your order ID and I can help you with a variety of things

Voicify
+
Post-Purchase Platform

Authenticated Experience

Assistant: Hey Mike, your order is in Nashville and should be to your home address on Friday.

Voicify
+
CRM
+
Post Purchase Platform

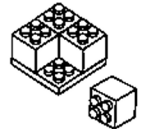
Deep Self Service

Assistant: Sorry it didn't fit, want me to arrange for a return and new size?'

Voicify
+
CRM + PIM
+
Post Purchase Platform

Quick Transition To:

- Unboxing
- Product Usage
- Upsell
- Replenishment



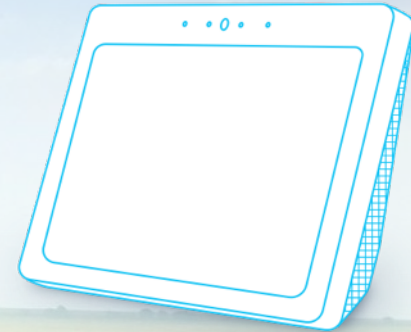
Leverage Voicify Modules

- Package Tracking
- Narvar
- Salesforce

Expanding the Product



Assistant, ask Zyrtec for todays allergy forecast.



Good morning. Today's Allergycast is high for pollen and low for ragweed...



ASK GOOGLE TO
TALK TO ZYRTEC
FOR THE DAILY ALLERGY FORECAST



GET YOUR DAILY ALLERGY FORECAST

with the Zyrtec[®] skill for Amazon Alexa

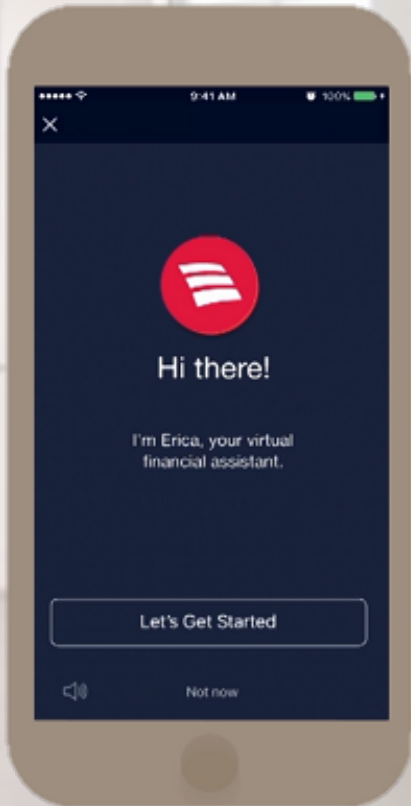
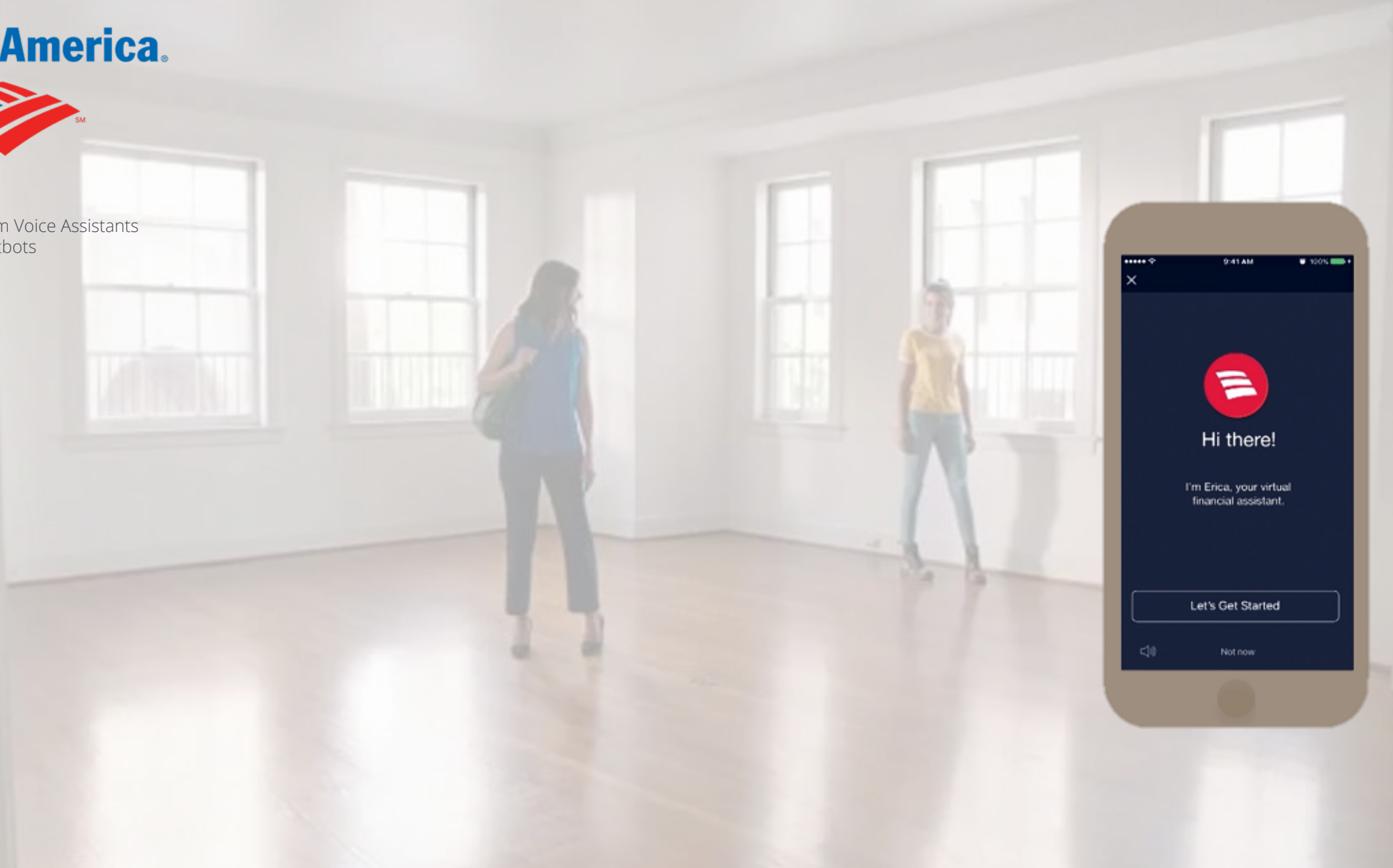
Use only as directed.



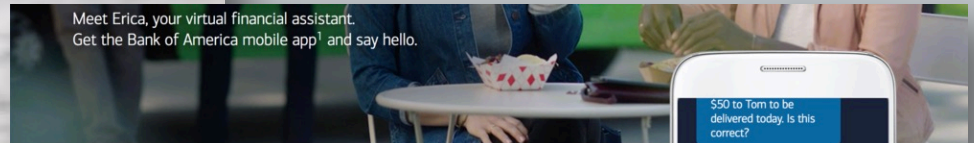
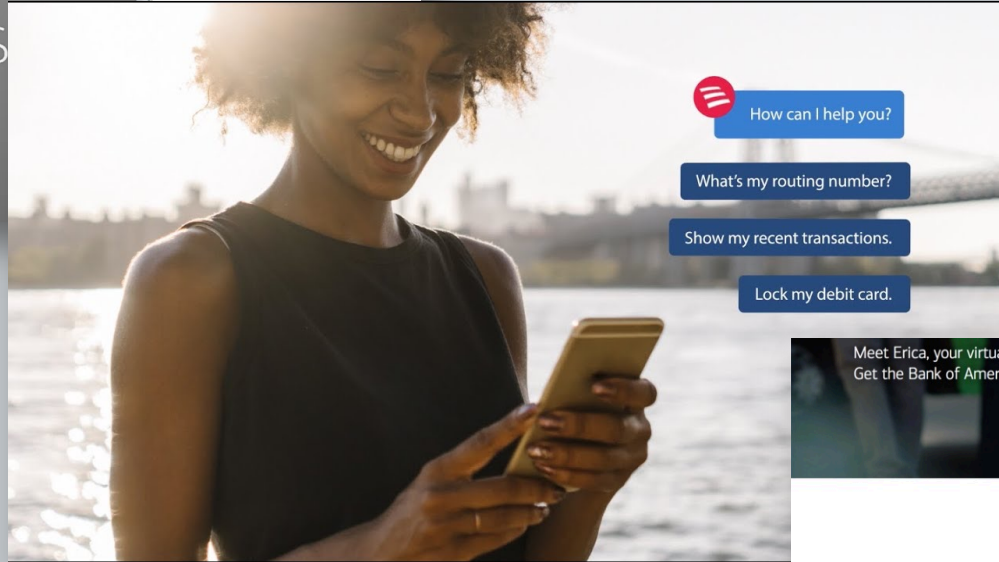
Bank of America.



Custom Voice Assistants
& Chatbots



DON'T BE SHY,
IT'S YOUR MONEY.

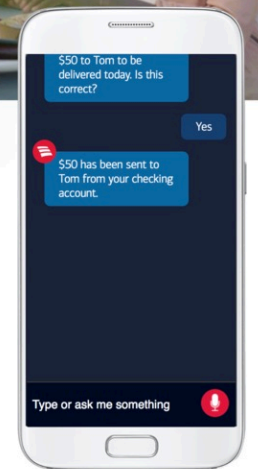


A whole new way to stay on
top of your money.

Erica is available 24/7 to help you with your everyday banking needs.

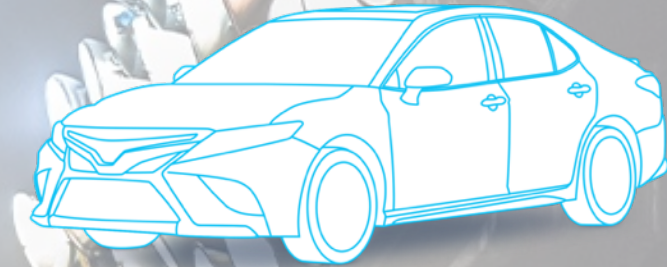
DOWNLOAD APP

Already have the app? Sign in on your mobile device.





Hey Audacy, add the latest Smartless episode to my queue.



I've added the most recent Smartless episode to your queue. It's currently in 5th position.



Assistant, ask VW for the nearest charging station.

Guten Morgen. Es gibt eine Ladestation in 3 Meilen, in die Richtung, in die Sie reisen.

Unpacking Product Extension

(Trust & Train)



Celebrate The Product

Assistant: Welcome to the family! Are you ready to walk through the key features?

Enhance Usage

Assistant: In this tutorial we will introduce how to...

Utility & Registration

Assistant: Let's register your product so we can personalize your support and usage.

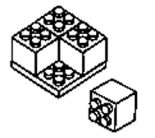
Voicify

Voicify
+
PIM / CMS

CMS
+
CRM
+
PIM / CMS

Quick Transition To:

- Product Extension
- Customer Service
- Full CX integration



Leverage Voicify Modules

- Campaign Lander
- Twilio Integration
- Salesforce Marketing Cloud Integration



AWARENESS

ENGAGEMENT

PRODUCT SEARCH

EVALUATION

MOMENT OF PURCHASE

DELIVERY / INSTALLATION

USAGE & LOYALTY

Where do we start?

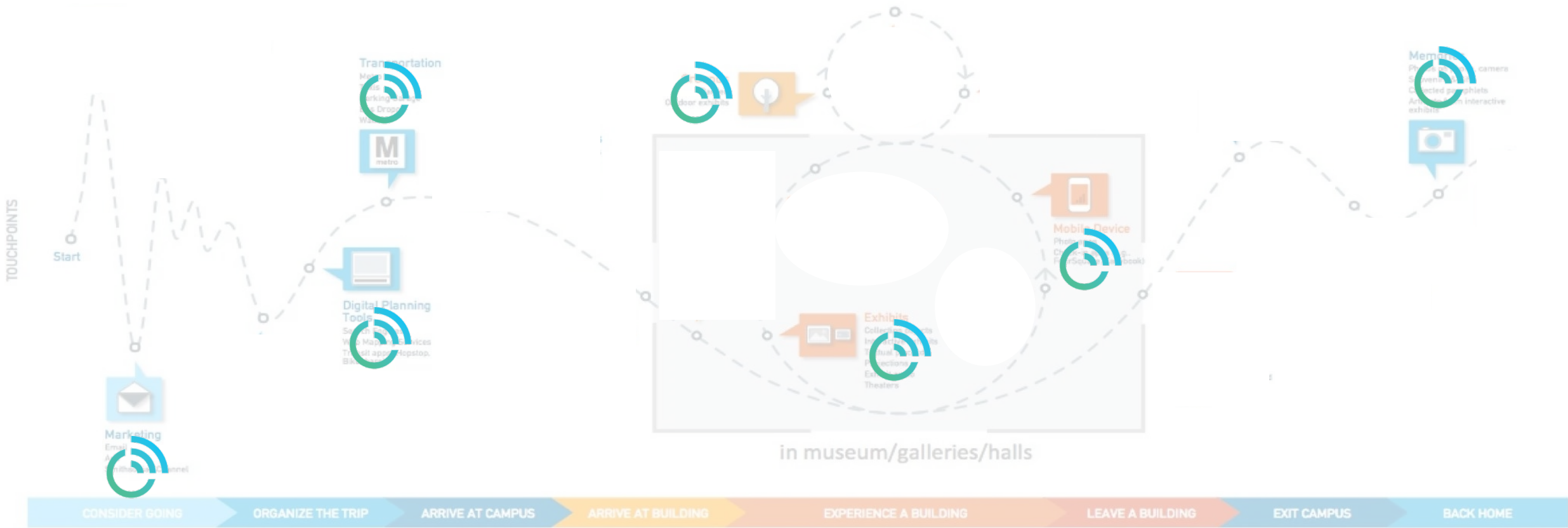
The South Mall Visitor Journey

SUMMARY OF VISITOR MOMENTS



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The South Mall Visitor Journey
SUMMARY OF VISITOR MOMENTS

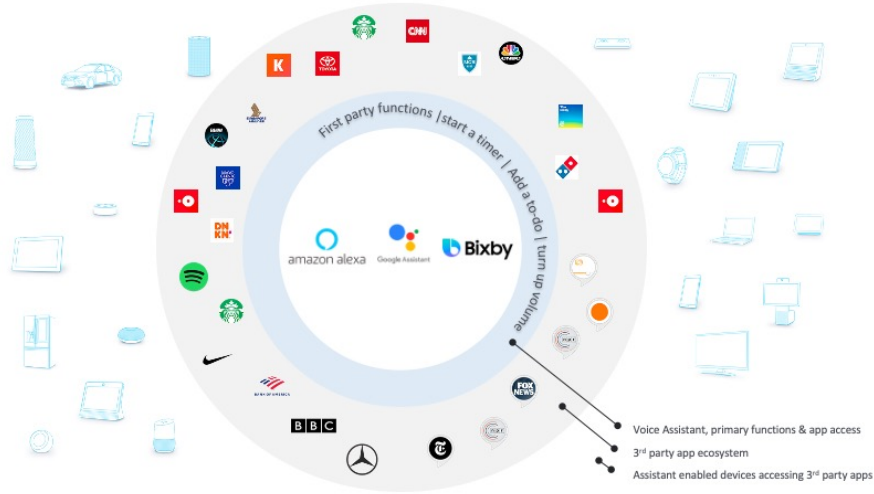


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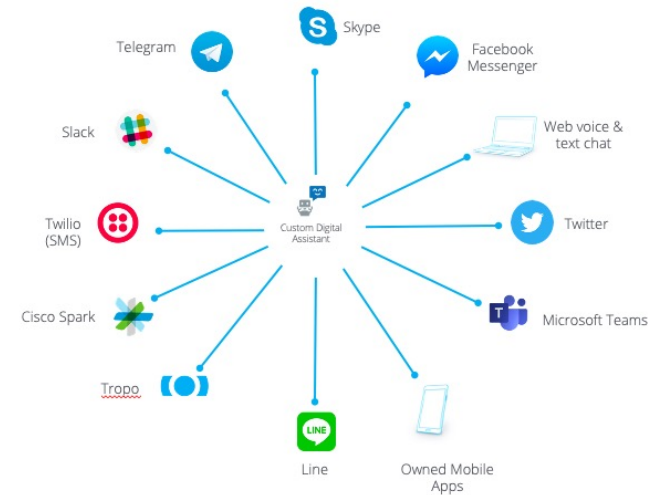
How do execute?

Meeting the Customer Where They Are

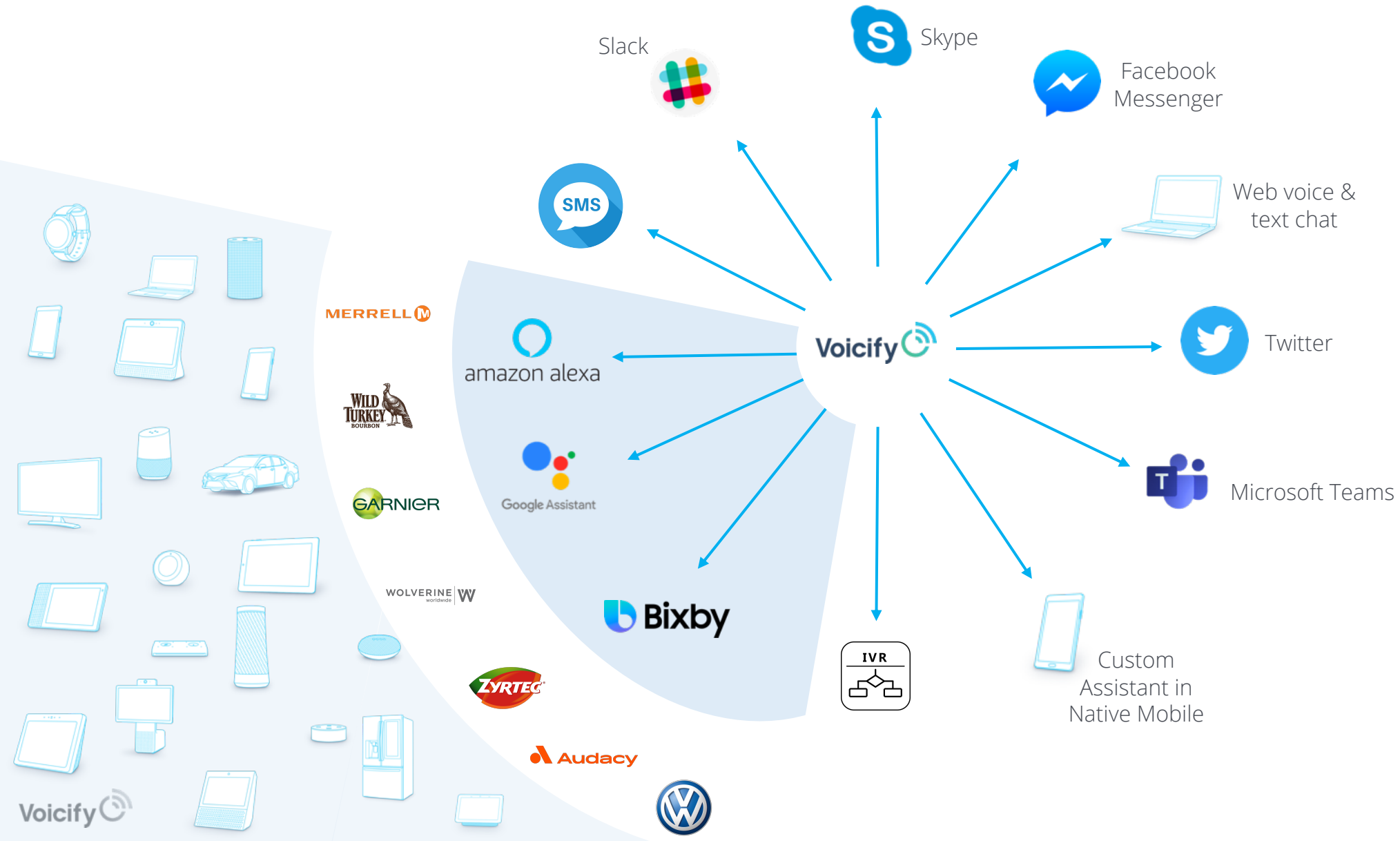
Digital Assistant Channel & Endpoints



Custom Voice/Chat Apps are on the Rise

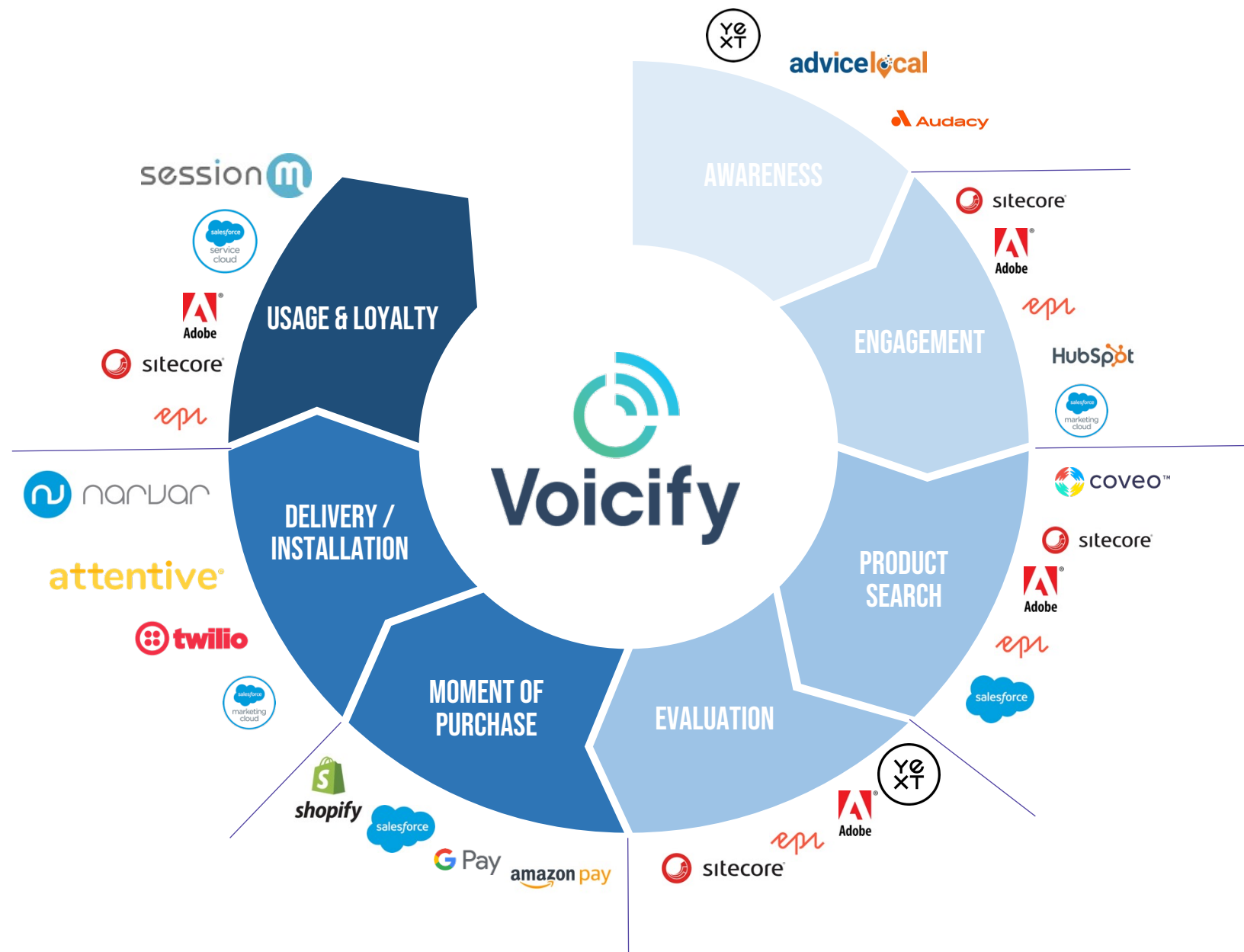


Build Once, Deploy to Many



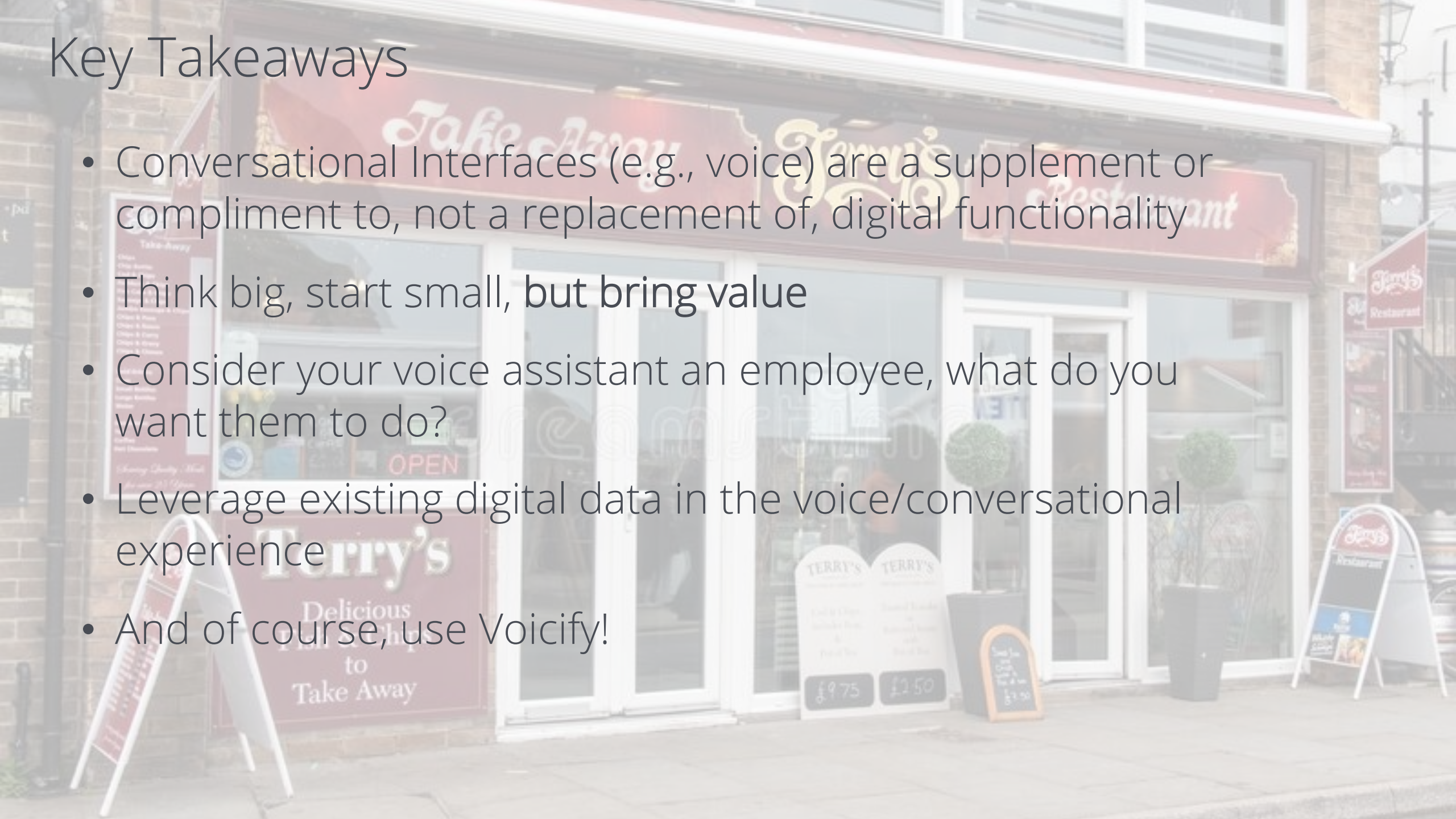
Let Voicify Extend the Value of Your Investments

Our out-of-the-box integrations to other enterprise systems enhance value for Brands through every step of the Customer Lifecycle.



Key Takeaways

- Conversational Interfaces (e.g., voice) are a supplement or compliment to, not a replacement of, digital functionality
- Think big, start small, **but bring value**
- Consider your voice assistant an employee, what do you want them to do?
- Leverage existing digital data in the voice/conversational experience
- And of course, use Voicify!



Thank You!

Web: voicify.com

LinkedIn: [voicifysoftware](https://www.linkedin.com/company/voicifysoftware)

Twitter: [@Voicify](https://twitter.com/Voicify)

What to do next?

Would this presentation be useful to your internal team? Let Us know!

We hold weekly 1- & 2-hour workshops for partners, clients, and brands who want to work through conversational use cases. If you would like to partake in one of the upcoming session, please contact Chris Crombie.

Jason Fields

Chief Strategy Officer

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Chris Crombie

Chief Sales Officer

603-459-5405

ccrombie@voicify.com

