

LESSON 3 - Voice Tech Talk

How to make your customers fall in love with your voice technology?

Key Takeaways

5 Protips for leveraging Voice for your Brand

1. Pair Voice with Complementary Brand Touchpoints

Consider how you might design voice experience across different surfaces: Voice only, voice forward and multimodal.

2. Map the 360 Voice Experience

Understand how, when and where your voice experience will be used. Identify the constraints, determine the solution and then test and iterate.

3. Know What Will Make or Break the CX

Address the lack of trust that some customers have with voice; Guide your customers down the voice journey and identify a use case that creates value to your customer;

4. Use a Human-Centered Approach

Consider empathy, connection, relatability, and emotion when testing your voice experiences. Consider changing the tone of the assistant based on the topics, testing with diverse enough populations to be inclusive and creating a bot persona that resonates.

5. Get Feedback Early and Often

Evaluate your use case; Knowing your audience is critical to creating a compelling experience and find the right research partner to help you.

Resources

- [A History of Voice Technology](#)
- [Understanding and Preventing Racial Disparities in Voice Technology](#)
- [Voice as Assistive Technology](#)
- [What Are We Talking About? Voice Technology Terms You Need to Know](#)
- [Voice Technology is Here](#)

Stay tuned for the next masterclass!

Be on the lookout for more info on our [EmTech Masterclass Series](#)

Have questions for our experts?

Ask us at emtech@keylimeinteractive.com