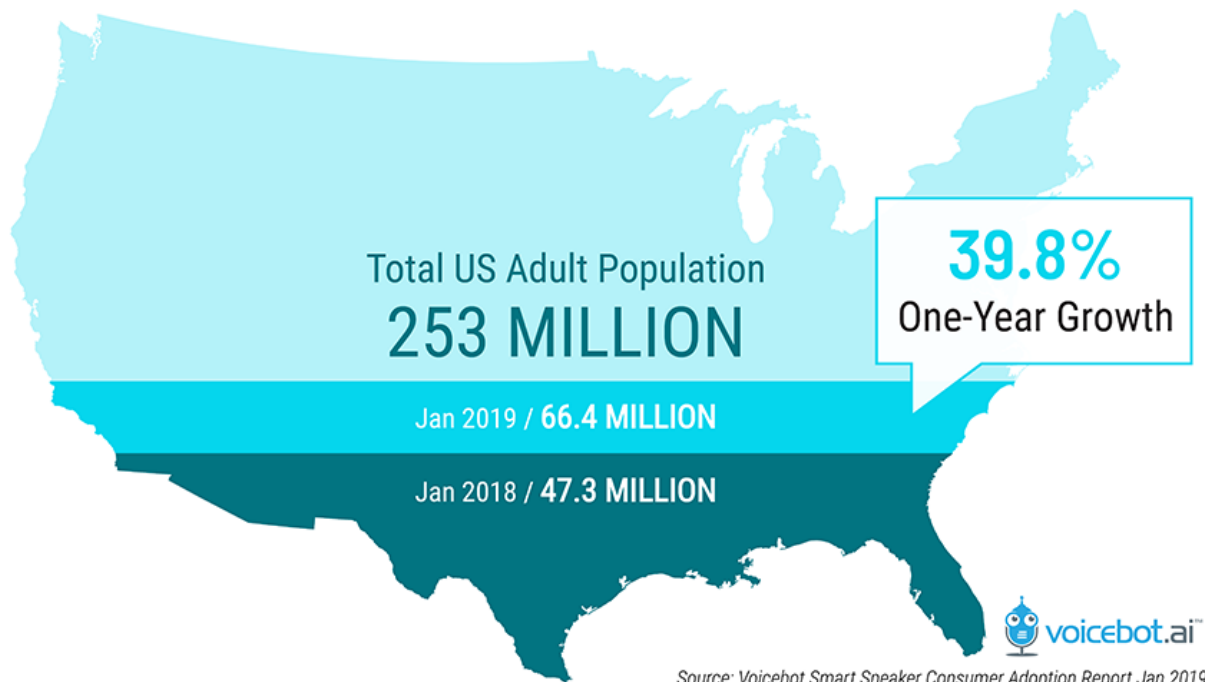


THE CASE FOR VOICE

By Sanjeev Surati, CEO, Whetstone Technologies

The Fastest Adoption of Consumer Technology – Ever

U.S. Adult Smart Speaker Installed Base - January 2019



Source: <https://voicebot.ai/2019/03/07/u-s-smart-speaker-ownership-rises-40-in-2018-to-66-4-million-and-amazon-echo-maintains-market-share-lead-says-new-report-from-voicebot/>

Smart speakers like Amazon's Alexa and Google Home are the fastest growing consumer technology and have been for the past few years. From January 2018 to January 2019, the smart speaker install base in the US experienced a nearly 40% growth from 47.3 million households to 66.4 million. Actual smart speakers in use rose to 133 million units. It is estimated that by late 2020 over 50% of US homes will have smart speakers.

And that's just smart speakers. Voice interfaces are being built into all sorts of devices. Amazon's Echo Auto device that allows you to bring Alexa into your car with you took [over one million pre-orders in just a few months](#).

Amazon also announced in November of 2018 that they now have [over ten thousand people working on their Alexa and Echo technologies](#).

Let's not forget Google Assistant. Google Assistant isn't just for Google Home – it's built into Android Smartphones – which is why Google announced at the 2019 CES that as of January 2019, [Google Assistant would be available on over one billion devices worldwide](#).

Lastly, Apple recently announced the [acquisition of voice platform company Pullstring](#) and a [change in leadership for Siri](#). There will very likely be some distinct changes in how they are approaching voice technology – possibly taking a more server-centric approach as Amazon and Google did instead of their current client-based approach.

This represents an unparalleled opportunity for businesses to take advantage of these devices that are in people's homes, their cars, and their pockets and find new ways for their customers to engage and connect with their services.

Make Voice Assistants Transactional

People are already used to performing commands with their voice assistants.

- “Alexa, turn on the lights!”
- “Alexa, turn on my Xbox!”
- “Hey Google, set the oven to 400 degrees!”

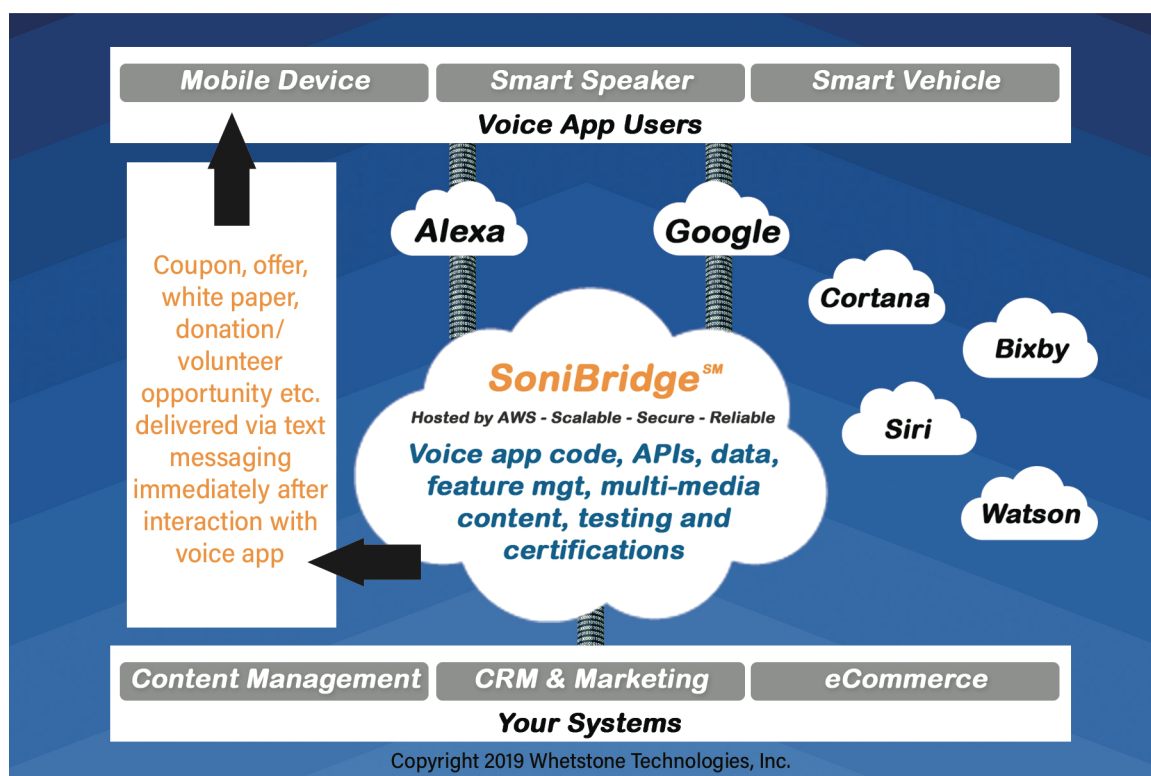
Tell your assistant what you want and it happens.

Why not let a consumer ask your business for a coupon or a discount? All of a sudden you have a transaction that is providing value to both you and your customer.

They don't even need to install an app for that. By leveraging SMS Text Messaging, SoniBridge from Whetstone Technologies uses technology *consumers already have*.

And they can do this without ever touching a mouse, a screen, or a keyboard. Plus, there's the cool factor of talking to a device and having something happen in the physical world – an experience your customers will share with family and friends. This is where voice technology truly shines.

SoniBridge - Gateway To Voice Transactions



Our patent-pending SoniBridge platform is designed to be the glue that connects different voice-first, multi-modal interfaces to your existing systems.

Should your voice-first marketing strategy have a need for delivering coupons, discounts, or other fulfillment materials we already have the wiring and infrastructure in place to make it happen – so all you need to create is the messaging!

Start the Conversation Today

With 2018 widely recognized as the year that smart speakers reached mainstream adoption, forward-thinking businesses are planning how to become voice-enabled as quickly as possible. Over the next few years, the wide availability of voice technology makes it increasingly likely that we will see significant changes in how we interact with technology. So much so, that just as with websites in the 90's and mobile apps in the 2000's, voice-assistant technology will become a primary way your customers expect to interact with you.

By taking the first steps in considering voice technology and what it can do for you and your company, you are showing leadership and your willingness to be part of a wave where together we will be empowering voice for the future!

Ready to get started? Ask Google or Alexa about your company, brand, organization. Don't like what you hear? Share this information with your team.

We're ready to start the conversation with you. Our AWS-certified Alexa Skill Builders and Solution Architects will help you develop a voice-first strategy for both Alexa and Google. We can help you understand the benefits of using the SoniBridge platform for voice-assisted user experiences that keep the conversation going linking voice technology to text messaging for immediate offer delivery.

Contact us.

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