ACTIVATE LIVE

Hey Alexa, how do I integrate voice into my cross-channel marketing?

Davida Gaffney

Email / Web Developer, StorageMart

StorageMart

Davida Gaffney

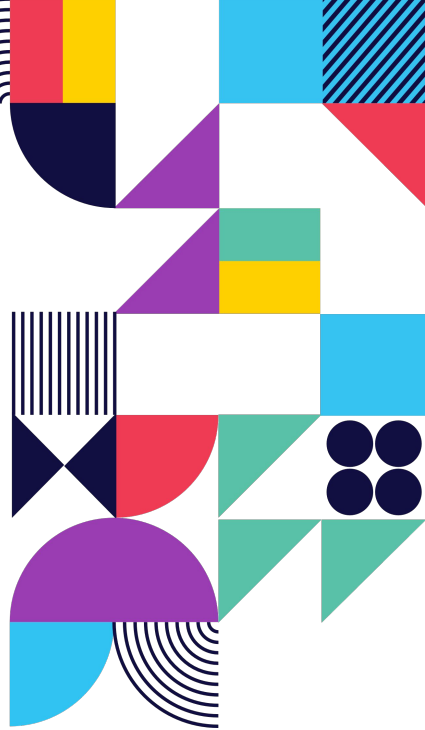
Email / Web Developer

StorageMart

Self storage facilities

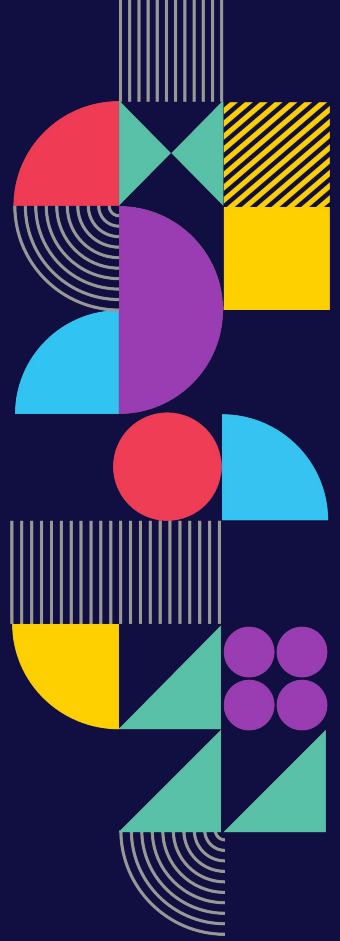
Our Agenda

1. Why Voice
2. Tools
3. Strategy
4. Example
5. Cross-Channel Opportunities
6. Resources



But First:

Terminology

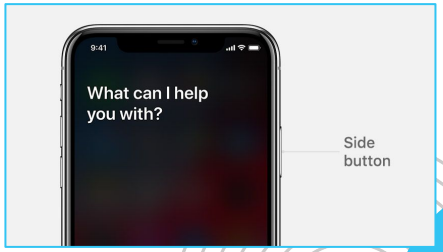


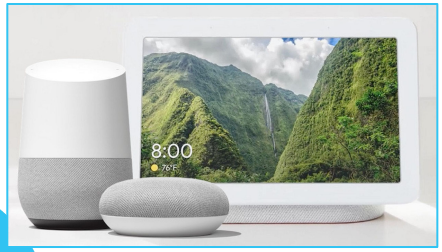
Voice Assistants

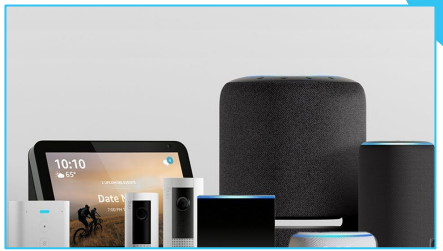
Voice assistants are a *type* of voice application, usually built by the brand and often that assistant personality drives the overall voice experience on a device.

Examples:

- Apple - Siri
- Google - Google Assistant
- Amazon - Alexa
- Samsung - Bixby







Voice Applications

are voice-driven interactions and capabilities

Application → Assistant → Device

Different assistant & brand, different name for voice applications

Voice Applications

are voice-driven interactions and capabilities

Application	Assistant	Device
Action	Google Assistant	Google

Voice Applications

are voice-driven interactions and capabilities

Application	Assistant	Device
Action	Google Assistant	Google
Capsule	Bixby	Samsung

Voice Applications

are voice-driven interactions and capabilities

Application	Assistant	Device
Action	Google Assistant	Google
Capsule	Bixby	Samsung
Skill	Alexa	Amazon Echo

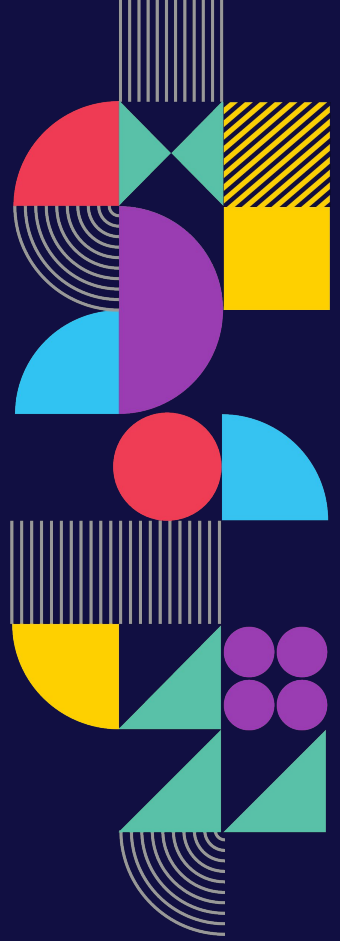
Voice Applications

are voice-driven interactions and capabilities

Application	Assistant	Device
Action	Google Assistant	Google
Capsule	Bixby	Samsung
Skill	Alexa	Amazon Echo

* Apple/Siri do not currently have 3rd party voice development capabilities

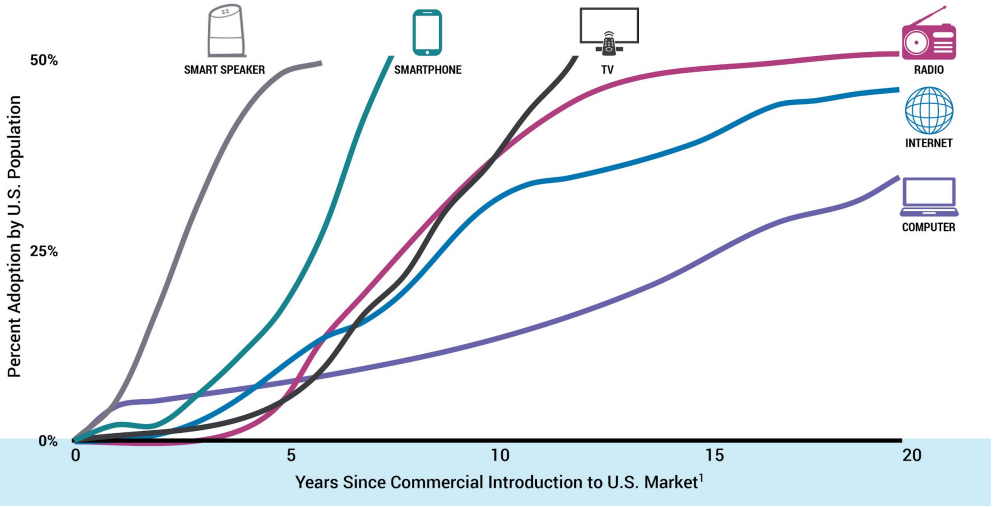
Why Voice?



Adoption

Why Voice?

- Smart speaker adoption is **faster** than any other consumer device
- Years till 50% adoption in the US:
  - Radio/Computer/Internet ~20 years
  - TV ~12 years
  - Smart Phones ~8 years
  - Smart Speakers ~5 years



Consumer Technology Penetration, US
Years from Inception, % Population

US CENSUS BUREAU WORLD BANK

Authority

Why Voice?

Build your brand authority. Make your brand the answer!

Popular, well-rated voice applications become a data source for the voice assistant to answer user inquiries.

Alexa, specifically, will search Skills before searching the web for answers:

1. Part of assistant's knowledge?
2. In an Alexa skill?
3. Onto the web

OC&C STRATEGY CONSULTANTS

Authority

Why Voice?

Build your brand authority. Make your brand the answer!

Popular, well-rated voice applications become a data source for the voice assistant to answer user inquiries.

Alexa, specifically, will search Skills before searching the web for answers:

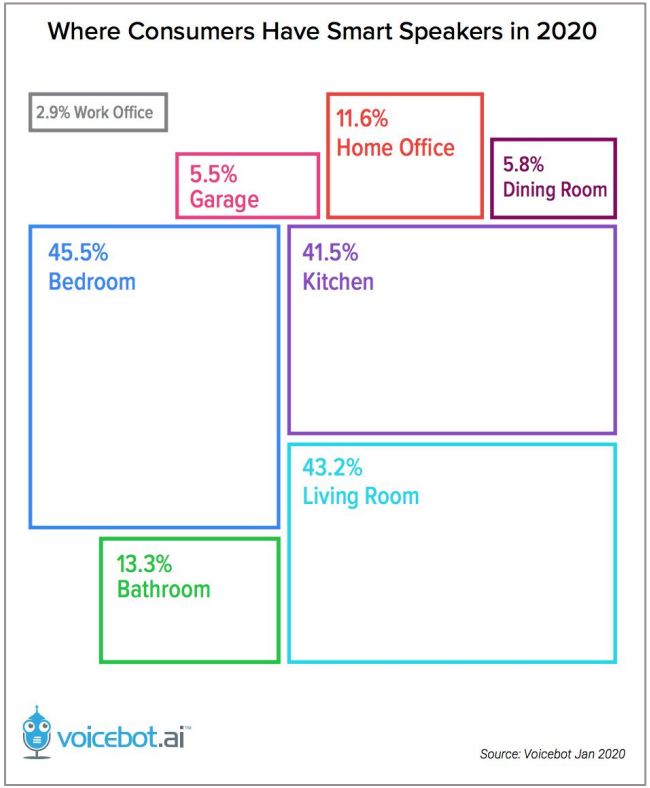
1. Part of assistant's knowledge?
2. In an Alexa skill?
3. On the web? → Wikipedia often informs, so update your Wikipedia page

OC&C STRATEGY CONSULTANTS

Customer Experience

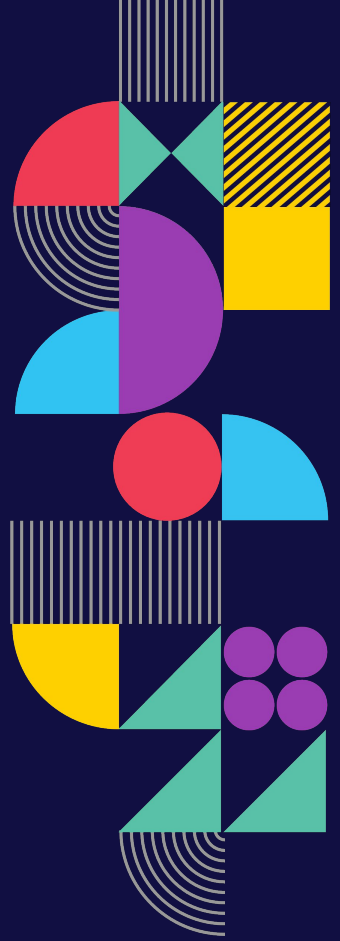
Why Voice?

- True integration into customer's homes, cars and lives
- Potential for less friction, requires only voice
- Indicator of potential use cases (e.g. customers likely to store items from these high traffic areas)



Getting Started:

Tools



Featured Tool: Voiceflow

Getting Started: Tools

Usability

- Drag and drop builder
- Prebuilt integrations
- Custom coding capabilities

Support

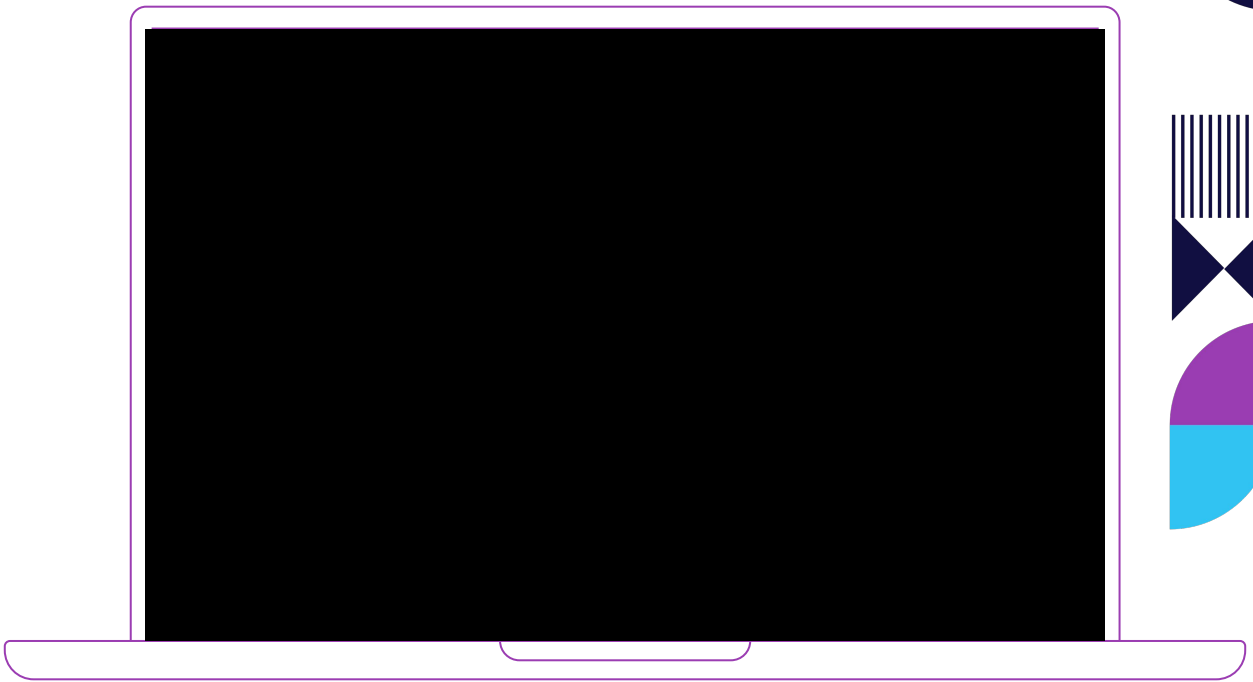
- Active user community
- Quick, hands-on support from Voiceflow
- Solid documentation
- Templates

Cost

- Free level covers all initial needs.

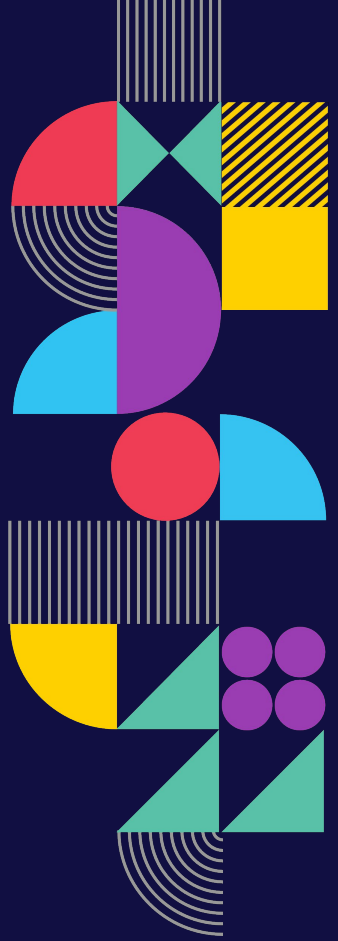
Voice triggered events

Getting Started: Tools



Getting Started:

Strategy

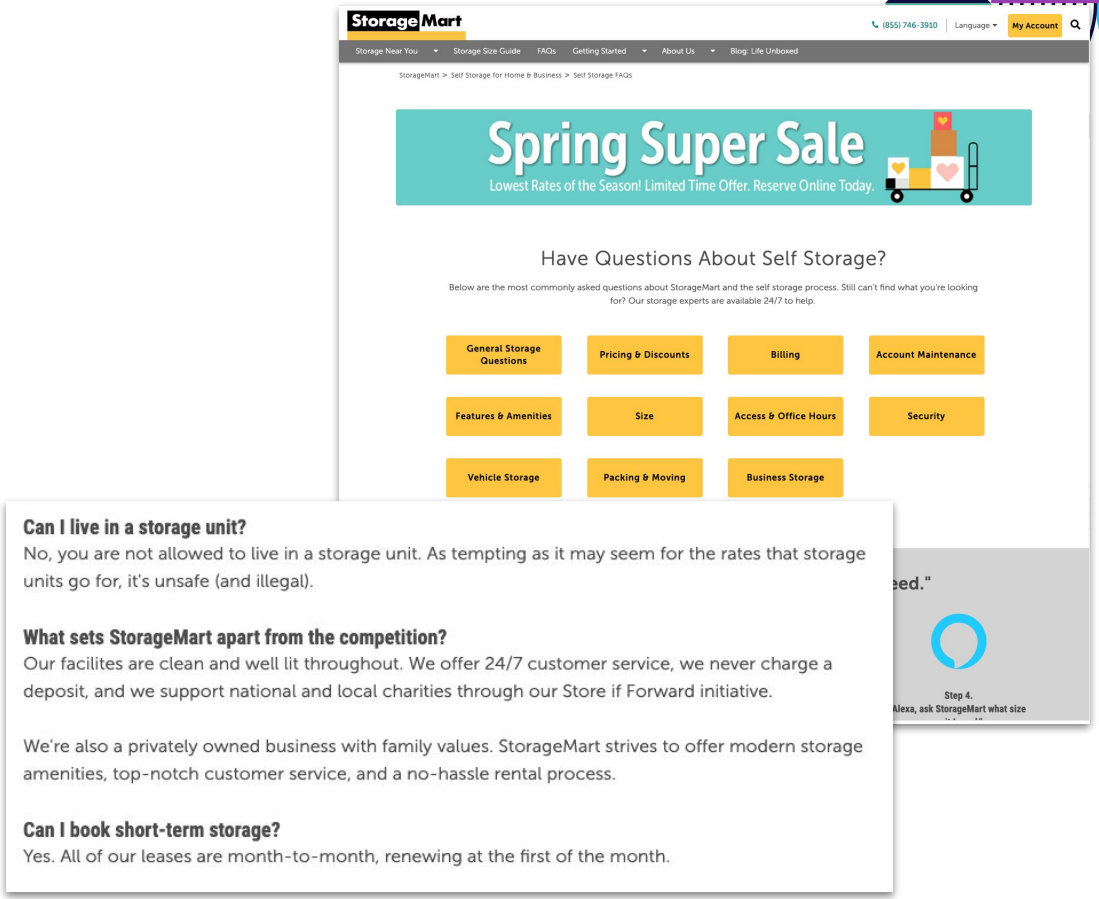


Step 1: Inform

Getting Started: Strategy

***Goal*:** Establish a presence

***Action*:** Put some basic brand information on voice channels

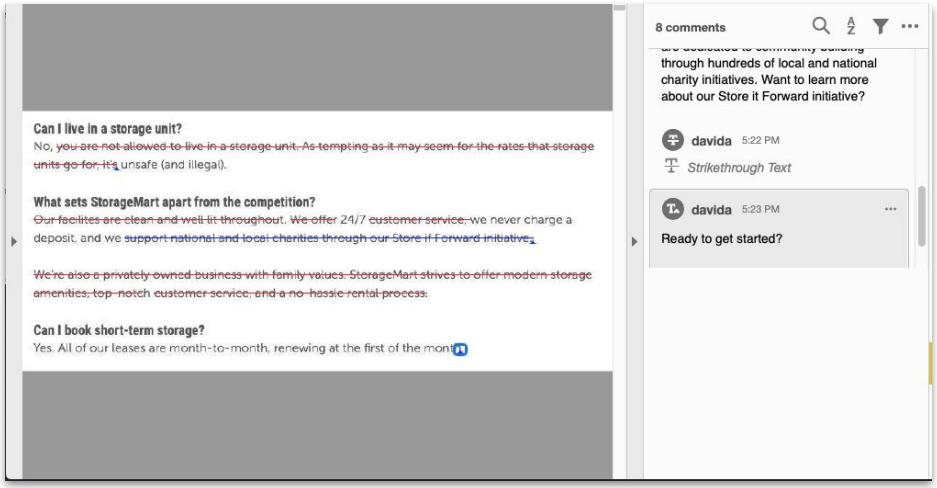


Step 2: Extend

Getting Started: Strategy

***Goal*:** Improve experience

***Actions*:** Add new and improve existing content. Build out views and channels.



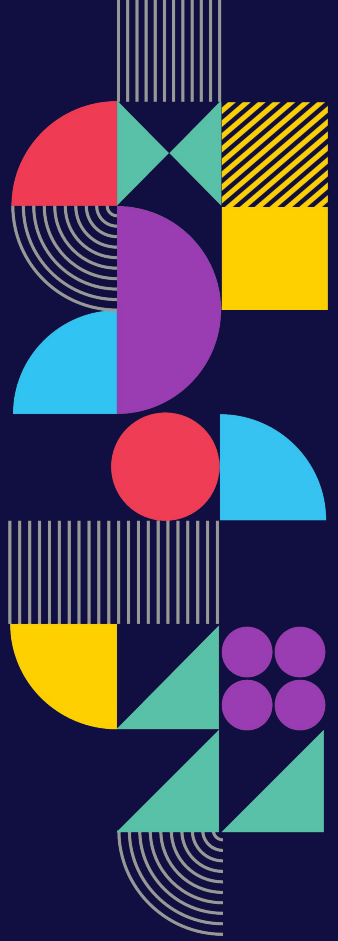
Step 3: Transact

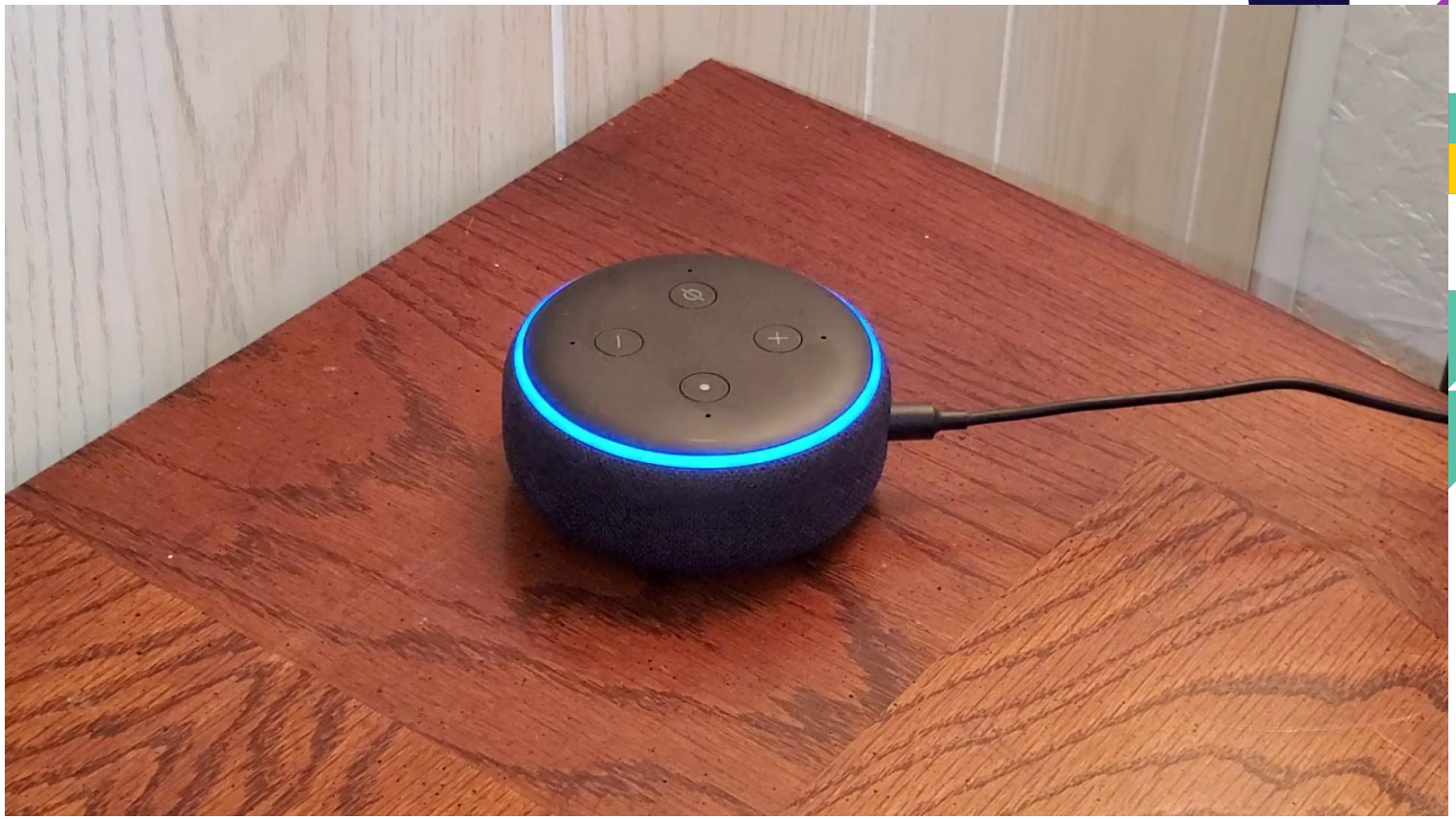
Getting Started: Strategy

***Goal*:** Achieve conversions with relevant CTAs and start taking steps towards implementing ROI

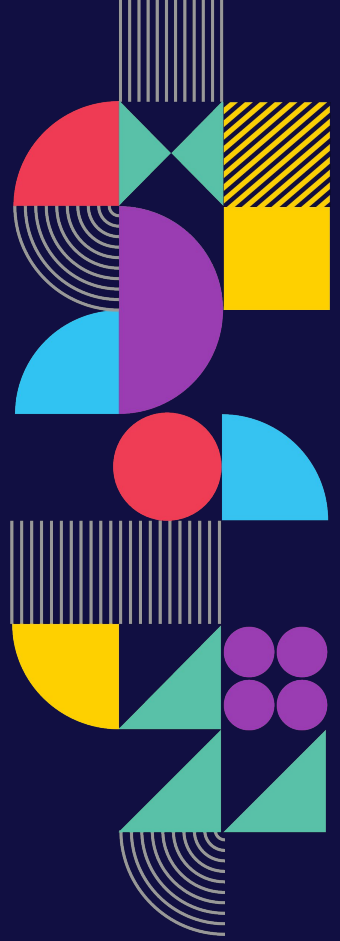
***Actions*:** Connect voice experience to backend database to go deeper with extensions.

Example - StorageMart's first Alexa Skill





Cross-Channel Opportunities



Voice Channel Audit

Cross-channel opportunities

STRENGTHS	CHALLENGES
Hands-free, sight-free	Dependent on being invoked by the user
Natural, low learning curve	Might not be the best way to retain or reference information
Non-interruptive	Not for quiet time
Can feel more intimate, 1:1 conversation	Not for public use
More human and inclusive	

Cross-Channel Workflows

Find the appropriate channel for each task

EXAMPLE	OBJECTIVE	CHANNEL #1	CHANNEL #2	CHANNEL #3
StorageMart	Help customers pay their bills	Send an SMS 3 days after late payment	Customer uses Alexa to pay bill	Send email receipt

Cross-Channel Workflows

Find the appropriate channel for each task

EXAMPLE	OBJECTIVE	CHANNEL #1	CHANNEL #2	CHANNEL #3
StorageMart	Help customers pay their bills	Send an SMS 3 days after late payment	Customer uses Alexa to pay bill	Send email receipt
Property Management	File a maintenance request	Tenant submits request via voice	Receives email confirmation	Triggers SMS or email to site manager

Cross-Channel Workflows

Find the appropriate channel for each task

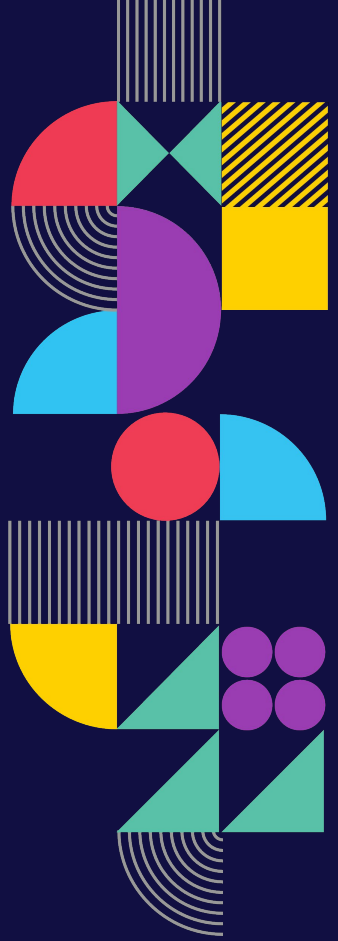
EXAMPLE	OBJECTIVE	CHANNEL #1	CHANNEL #2	CHANNEL #3
StorageMart	Help customers pay their bills	Send an SMS 3 days after late payment	Customer uses Alexa to pay bill	Send email receipt
Property Management	File a maintenance request	Tenant submits request via voice	Receives email confirmation	Triggers SMS or email to site manager
Health & Wellness App	Log a food journal	User receives mobile push to update journal	User updates journal via voice	Users receives weekly summary email

Cross-Channel Workflows

Find the appropriate channel for each task

EXAMPLE	OBJECTIVE	CHANNEL #1	CHANNEL #2	CHANNEL #3
StorageMart	Help customers pay their bills	Send an SMS 3 days after late payment	Customer uses Alexa to pay bill	Send email receipt
Property Management	File a maintenance request	Tenant submits request via voice	Receives email confirmation	Triggers SMS or email to site manager
Health & Wellness App	Log a food journal	User receives mobile push to update journal	User updates journal via voice	Users receives weekly summary email
CPG Brand	Increase repeat purchases	Receives first order reminder via email	2nd reminder 30 days later via SMS	Customer makes new order via voice

Resources



Tools From the Voice Platforms

This content exists for you to reference later, if you are interested. These are established, and sometimes important tools, but you may feel overwhelmed if you start here. Reference later if you want

Amazon Alexa

Alexa Skills Kit

https://developer.amazon.com/alexa/alexa-skills-kit

- Build for Alexa Skills and Alexa Flash Briefings
- Some out-of-the-box templates (called blueprints)

Google Assistant

Dialogflow

https://dialogflow.com/

- Build for Google, Alexa, Slack, Messenger, and more
- Pretty intuitive

Samsung Bixby

Bixby Studio

https://bixbydevelopers.com/

- Build for Bixby and Samsung devices
- Some solid templates, particularly the CSV one
- Excellent developer support

Thank You!

Please feel free to reach out with any questions or comments!

Davida Gaffney

gdavida@gmail.com

https://www.linkedin.com/in/davidagaffney