

Using Smart Assistants & Connected Devices

Learn What Customers Like, Don't Like, and Want to See Improved

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Easier.

More convenient.

Saves time!

Overall, consumers agree that smart assistants improve their lives. But is it time to improve the next generation of products?

Find out how customers use smart assistants, what they like and don't like, and how smart assistants could be optimized for a better customer experience.

Using an Exploratory Study

Example Of Usage By Brand

The Audience

69 Respondents
Male & Female
Ages 18 to 65
iPhone & Android Users

The Assistants

Amazon Alexa®
Apple Siri®
Google Assistant™



Consumer Usage (In Their Own Words)

Consumers emphasize how voice commands are convenient and allow them to multi-task

Google Assistant

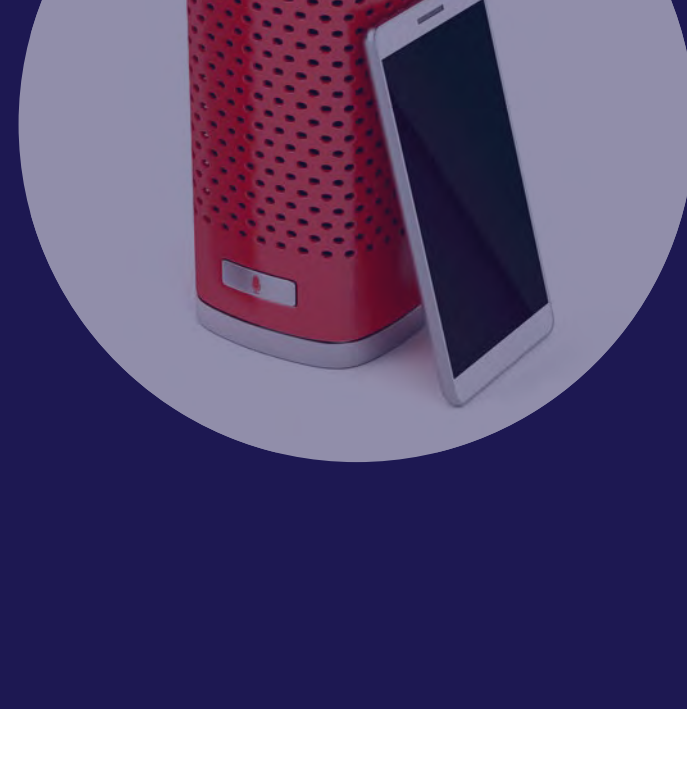
“How's traffic on 695 East?”
“What's 5,000 divided by 75?” [Google answers.] “I wouldn't know it off the top of my head, so that makes it easier during homework time.”
“What's the forecast this weekend?”
“Turn on the tall lamp.”

Amazon Alexa

“Add gallon of milk to grocery list.”
“Turn off lights. Turn on lights.”
“Set alarm for 8 a.m. in the morning.”
“What's on my shopping list?”

Apple Siri

“Text Danny emoji, say hi.”
“Set a timer for 10 minutes.”
“Call Mom with speaker.”
“Set a reminder to leave at 7 a.m. on February 24 to go to Cape Coral.”



What They Like

Favorite Features Across All Assistants



Checking the Weather



Setting Reminders



Playing Music



Getting Directions



Making Lists



Home Efficiencies



Checking Traffic

Favorite Features By Brand

Amazon Alexa

Personalization

Video quality

Entertainment value

Versatility & integration with other devices

Apple Siri

Directly intertwined with their phone

Always updated and evolving

Becomes more personalized with use

Google Assistant

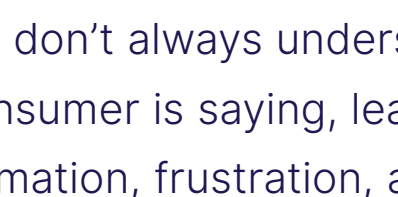
Different sizes and device options

Answers questions quickly and accurately

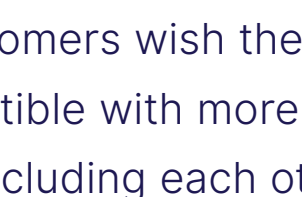
Music features

What They Don't Like

Biggest Dislikes and/or Pain Points Across All Assistants



Assistants don't always understand what the consumer is saying, leading to misinformation, frustration, and more time to accomplish tasks



Customers wish they were compatible with more devices, including each other

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Sometimes it doesn't understand my requests and starts talking about things that are in no way associated with what I have asked.

51, Male

I dislike that my smart assistant sometimes doesn't answer my call. Also, I wish that it was compatible with another product I have at home.

37, Female

Improvements Recommended By Consumers

“I wish the assistant had better integration with certain apps.”

- 32, Male

“I wish that it would search a broader array of items and websites.”

- 51, Male

“Sometimes it has difficulty understanding commands, so better voice recognition would be awesome.”

- 43, Male

Primed for Optimization

Smart Assistants Across All Brands Could Be Optimized With

- 1 Better understanding of customers' commands
- 2 Greater personalization through how it talks, the language it uses, and the ability to learn from conversations with the customer
- 3 Greater compatibility with other brands' products and applications

To learn more about how customers use smart assistants, download the full report.

Download Report

