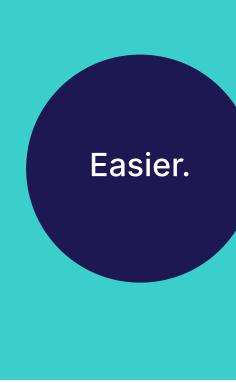


Using Smart Assistants & Connected Devices

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



More convenient.

Saves time!

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

Overall, consumers agree that smart assistants improve their

lives. But is it time to improve the next generation of products?

customer experience. Using an Exploratory Study

Example Of Usage By Brand



Consumer Usage (In Their Own Words)

Google Assistant Amazon Alexa

Consumers emphasize how voice commands are convenient and allow

answers.] "I wouldn't know it off the top of my head, so that makes it easier

during homework time."

"How's traffic on 695 East?"

them to multi-task

"What's the forecast this weekend?" "Turn on the tall lamp."

"What's 5,000 divided by 75?" [Google

- **Apple Siri**
- "Text Danny emoji, say hi."

"Call Mom with speaker." "Set a reminder to leave at 7 a.m. on

"Set a timer for 10 minutes."

- February 24 to go to Cape Coral."

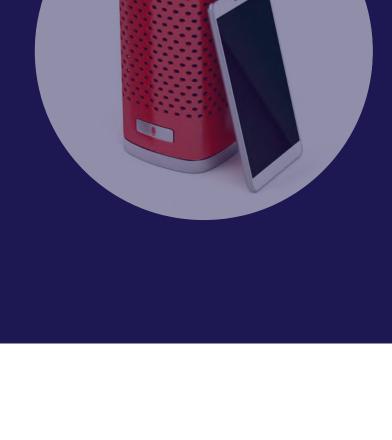
What They Like

"Add gallon of milk to grocery list."

"Set alarm for 8 a.m. in the morning."

"Turn off lights. Turn on lights."

"What's on my shopping list?"



Setting Reminders Checking the Weather

Favorite Features Across All Assistants







Apple Siri

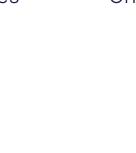
Directly intertwined

with their phone

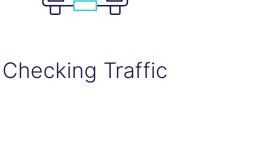
Always updated

and evolving

Becomes more



Playing Music



Google Assistant

Different sizes and

device options

Answers questions

quickly and accurately

Getting Directions

Video quality

Favorite Features By Brand

Amazon Alexa

Personalization

Versatility & integration

with other devices

Entertainment value

personalized with use

What They Don't Like Biggest Dislikes and/or Pain Points Across All Assistants

Music features

Assistants don't always understand what

the consumer is saying, leading to

misinformation, frustration, and more

time to accomplish tasks

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."

"Sometimes it has difficulty understanding commands, so better voice

recognition would be awesome."

Better understanding of customers' commands

Greater compatibility with other brands' products and applications

download the full report. **Download Report**

GutCheck About GutCheck

We pioneered agile audience intelligence to provide clients with multi-layered, actionable insights that enable them to accelerate time to market and compete with

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To learn more about

how customers use

smart assistants,

disruptive brands that steal share. Our technology-enabled solutions and experts use a connected data approach to deeply profile specific audiences, helping clients activate successful consumer-centric strategies. For more information visit: gutcheckit.com

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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.

Customers wish they were

compatible with more devices,

including each other

"I wish that it would search a broader array of items and websites." - 51, Male

- 32, Male

- 43, Male

Primed for Optimization

Smart Assistants Across All Brands Could Be Optimized With

Greater personalization through how it talks, the language it uses, and the ability to learn from conversations with the customer

This data was compiled from multiple studies conducted in the U.S. by GutCheck from 2018 to 2019.

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