# SoundHound

Build, "Rent", or Partner:
Voice AI Solutions Tailored to Your Brand

The Sound Wave:

Voice Technology Leads the Customer Experience

- Conversational AI meets growing consumer demands for convenience and experiences

- Early adopters have completed exploration and tackled challenges

- Those without a conversational AI strategy can build on established best practices

- Brands who underestimate the need for conversational AI risk losing market share to competitors with a voice-first strategy
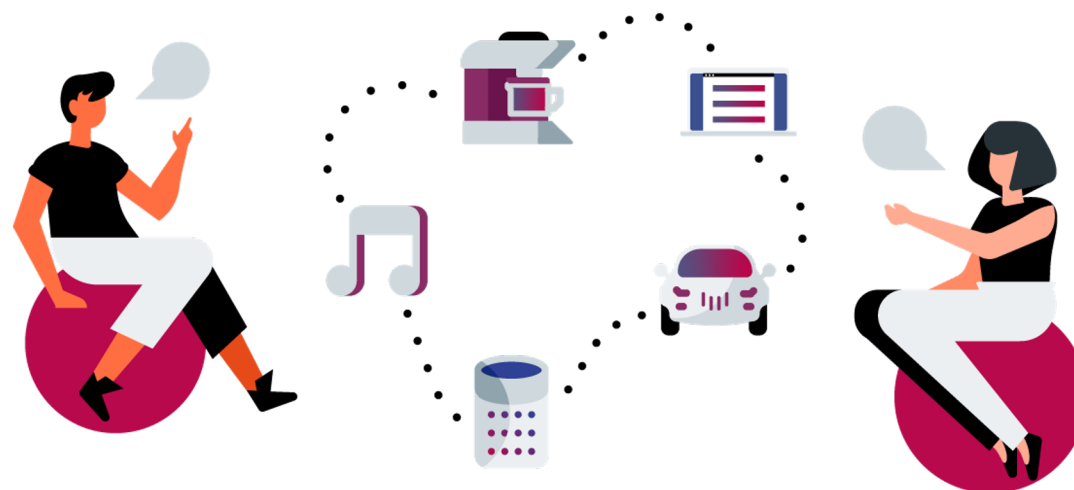
Why Do I Need a Voice-Enabled Product?

Meet consumer demand

The ubiquity of voice assistants means your customers are already looking for faster, easier, and more convenient ways of interacting with your brand.

Increase product or app functionality

Add more functions without complicating the UX. Allow users to ask for what they want naturally.

Hands-free operations

Reduce friction and increase accessibility for users across demographics and in a variety of use cases where hands are occupied or it's not the best interface.

Conversational interactions

People should be able to simply ask for what they want regardless of how they say it, other background noise, voice clarity, or accented language.

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The growing customer demand for convenience, ease, hands-free operations, and exceptional experiences regardless of the channel or product has driven brands to a precipice of choice.

Build, "Rent", or Partner?

Build it With Internal Teams

- Unlikely to have the voice AI expertise in-house—will need to hire for specific skills.

- It generally takes 2-3 years to realize that it can take a decade to develop robust voice AI technology.

- Cobbling together components from different vendors: ASR + dialogue + TTS can lead to an inconsistent experience.

"Rent" From an Established Voice AI Platform

- Your voice assistant will have another company's name associated with it

- Limited ability to customize for your unique product, app, or service

- Possible competitive disadvantage

- No opportunity to improve the experience or your product roadmap based on data
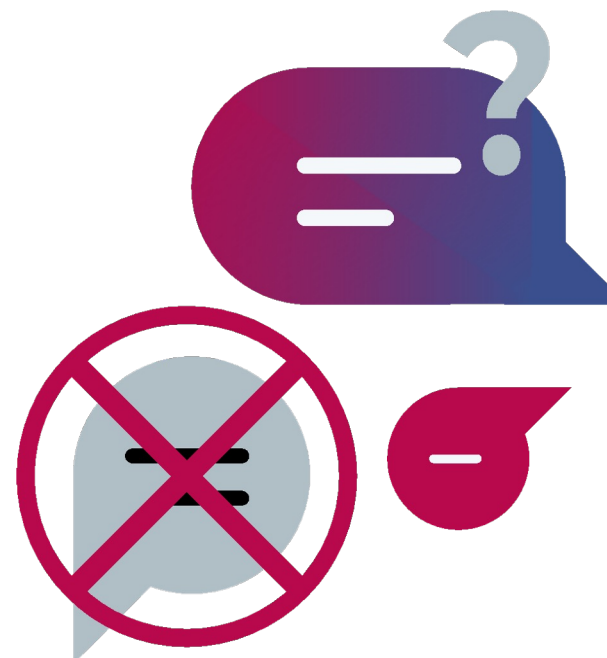
Partner With an Independent Conversational AI Platform

- Choose a company that's going to be around for the long-term (your product roadmap depends on it)

- Find a platform that's "best-of-breed" with in-house expertise to help you every step of the way

- Brand your voice experience and grow customer connections

- Create a voice experience that is designed with your brand and users in mind

- Use data and analytics to inform EVERYTHING

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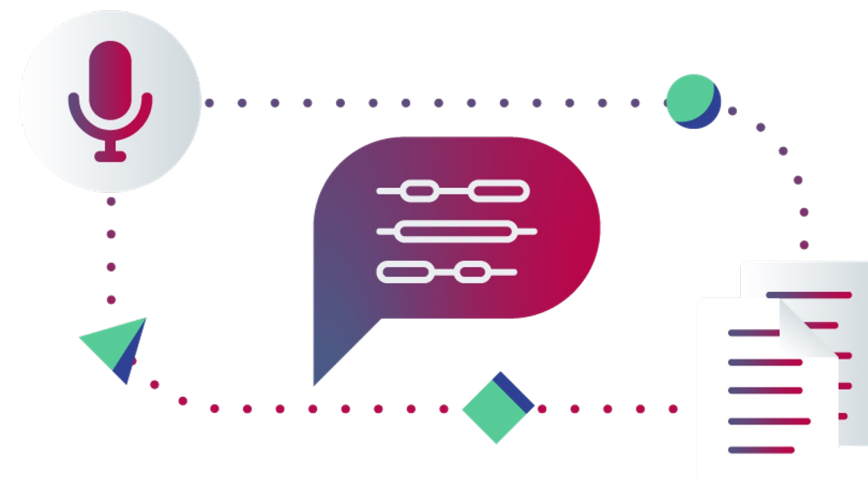
Your voice assistant should accurately **meet your customer needs** and desires, **reflect your brand voice**, and **inform your product roadmap** to **deepen customer relationships** and deliver **real business value.**

Taking the Customer POV

Privacy and security are top of mind for your customers...

- Who has my personal identifiable information?
- Will my information be used to market to me?
- Can I trust this device and brand?

...who are simply looking for a great experience

- Can I get a personalized experience without security concerns?
- I want a voice experience that "just works"
- I want a conversational experience

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You don't know what you don't know. Choosing a solution that only solves today's challenges and pain points won't necessarily set you up for future success.

Limitations and Opportunities Based on Your Choices

Limitation:
Connectivity options are not available through big tech solutions and will be hard to scale with technology from a variety of vendors

Opportunity:
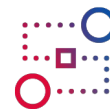Choose your own experience: Cloud-only, Edge, or Edge+Cloud

Limitation:
The technology you buy or "rent" may be out-of-date the minute you implement it

Opportunity:
Independent voice AI platform providers are continuously updating the technology

Limitation:
Your conversational AI only speaks one or two languages

Opportunity:
The right platform provider can help you scale across languages and accents

Limitation:
Customers and users must learn the language of the voice assistant

Opportunity:
Choose a voice assistant platform that is truly conversational

Building for Tomorrow With a Scalable Platform

- Start in one channel now, and grow to an omnichannel experience

- Choose from a full-range of connectivity options for different channel experiences

- Brand everything—from your wake word to the sound of your voice assistant

- Yesterday's technology is already out-of-date: a technology solution will improve over time
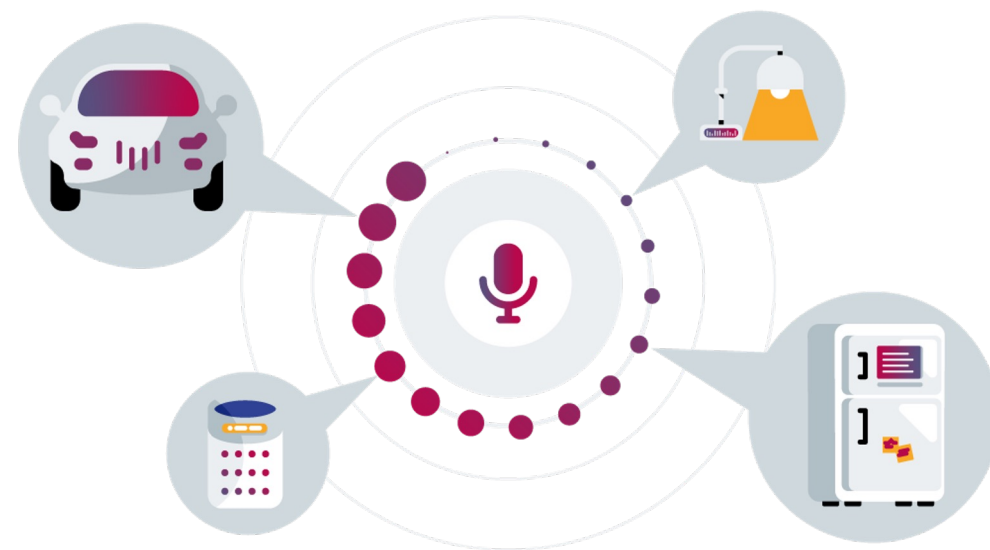
Looking Toward a Global Future

If your product is sold **globally**, you're a **muti-national company**, or you may be one in the **future, you need**:

- A voice assistant that understands more than standard text book English

- Flexibility to customize to the lexicon of your users

- The ability to make it multilingual—even if your product is only sold in the U.S

- Your voice assistant to understand accents, grammar, vague references, and poor articulation

- Machine learning that adapts to your users and your product needs

The Voice-First Journey

Develop a long-term strategy

Determine your goals for your voice assistant and for your customer journey and factor in customizations that will brand the experience and create a unique voice experience.

The Voice-First Journey

Get to market quickly with the right experience

Don't take short-cuts that will cost you in the long-term and ensure you can iterate on your voice experience and product performance based on the data you collect.

The Voice-First Journey

Choose a platform that will best suit your needs (and those of your customers)

Understand your customers and then find the right technology partner with proven technology and the voice AI expertise to help you create a customized, scalable solution.
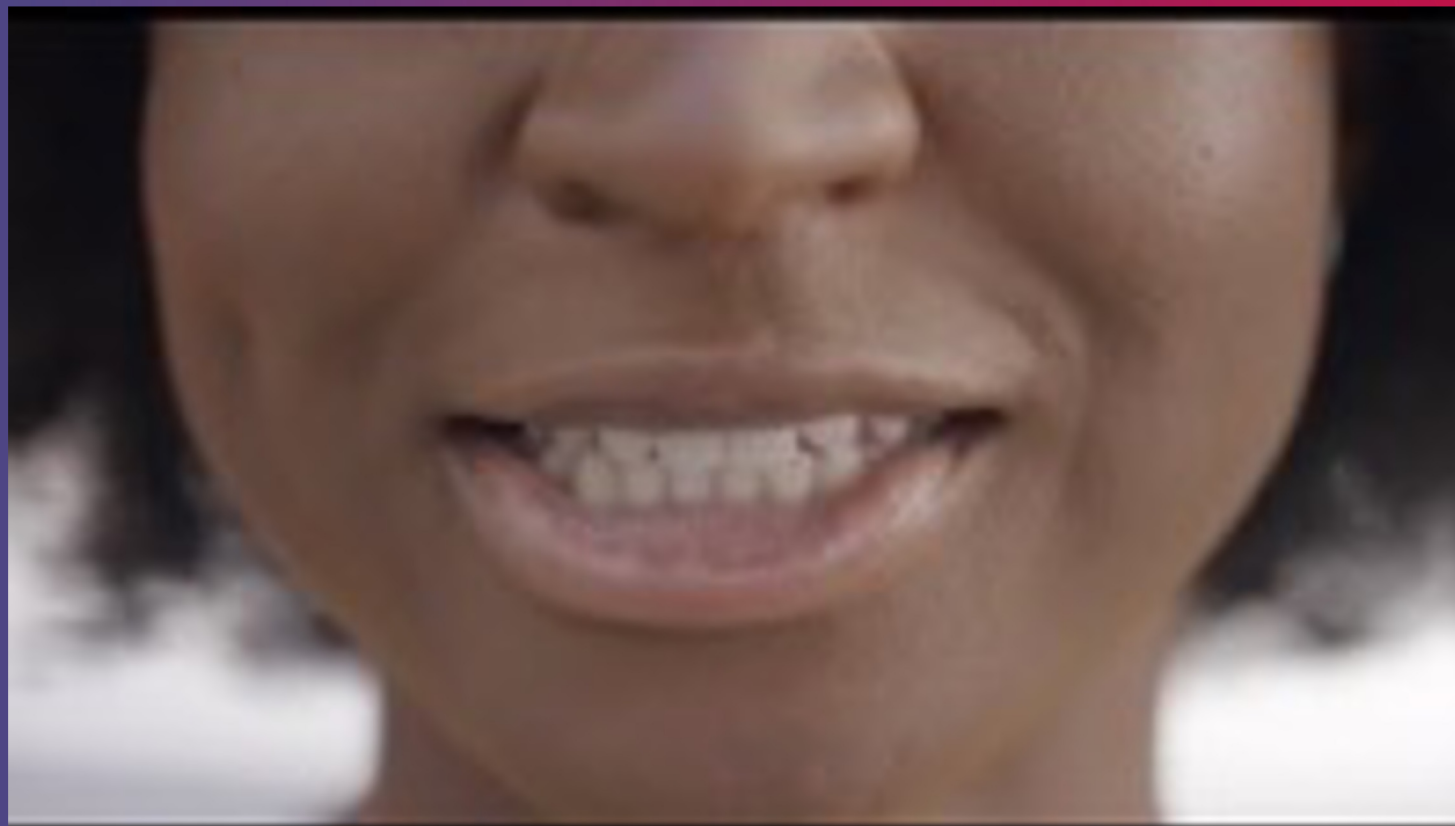
The Voice-First Journey

Shorten time to market

There are no shortcuts to a quality voice experience and skipping or skimping on user research will cost you in the long-run, but partnering with voice AI experts backed by proven technology can shorten your time to market.

The Voice-First Journey

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Watch Video

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