

5 TIPS TO GET STARTED WITH VOICE

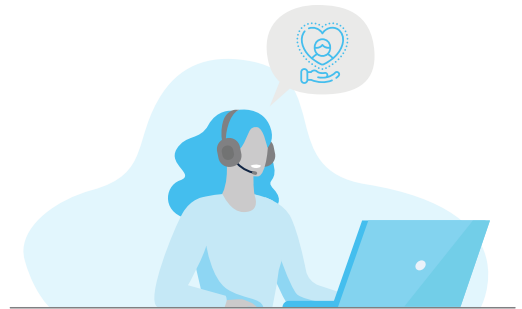


1 Determine if conversation is the right fit

Ask yourself which part of your business can benefit most, and if your customers will embrace it.

2 Understand your customer needs

It's vital to understand how, where, and why your customers use voice. So that you can deliver personalized, voice experiences to meet their needs.

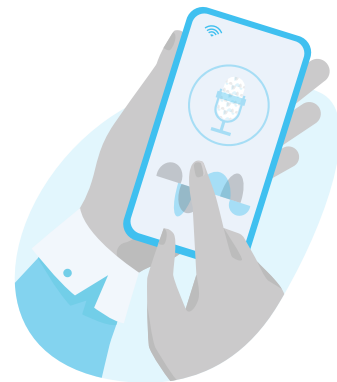


3 Start small before going big

Think about building a single-purpose app and let your solution grow organically, adding more functionality over time.

4 Ensure your conversational designs are natural

Find the appropriate balance between voice and touch interactions is important in that regard, as is providing a natural experience across devices and platforms.



5 Leverage existing & easy tools to get started

There are already tools in the market that were designed to make sophisticated voice integration as painless as possible.