

# THE FUTURE OF CONVERSATION

Our conversations form the basis of our most meaningful interactions and data consistently shows that voice is the most valuable form of business communication at scale: from employee conversations, to sales interactions and even customer service. For the large majority of businesses, the most critical customer interactions occur over the phone (or via video conferencing) and the only scalable way to capture these conversations is via cloud-based telephony.

However, many companies still lack the tools to capture and preserve this data, even as the market for voice technology continues to grow. Recent estimates indicate that the global market for speech and voice recognition will hit USD 28.3 Billion by 2026, an almost 20 percent CAGR, with cloud dominating the market. And survey data from a joint Dialpad-Pulse partnership confirms this trend—the majority of industry heads surveyed are either interested—or very interested—in moving voice channels to the cloud.

With a broad-based shift underway and the move to the cloud accelerating, Dialpad developed a comprehensive phone-based platform incorporating a technology called Voice Intelligence that uses voice data to gain actionable insights.

To better understand the market, we surveyed current IT and industry heads to get a sense of their views on voice technology, voice intelligence and the potential for this market to impact virtually all areas of business in the coming decade.

## Breakdown on respondents

### RESPONDENTS



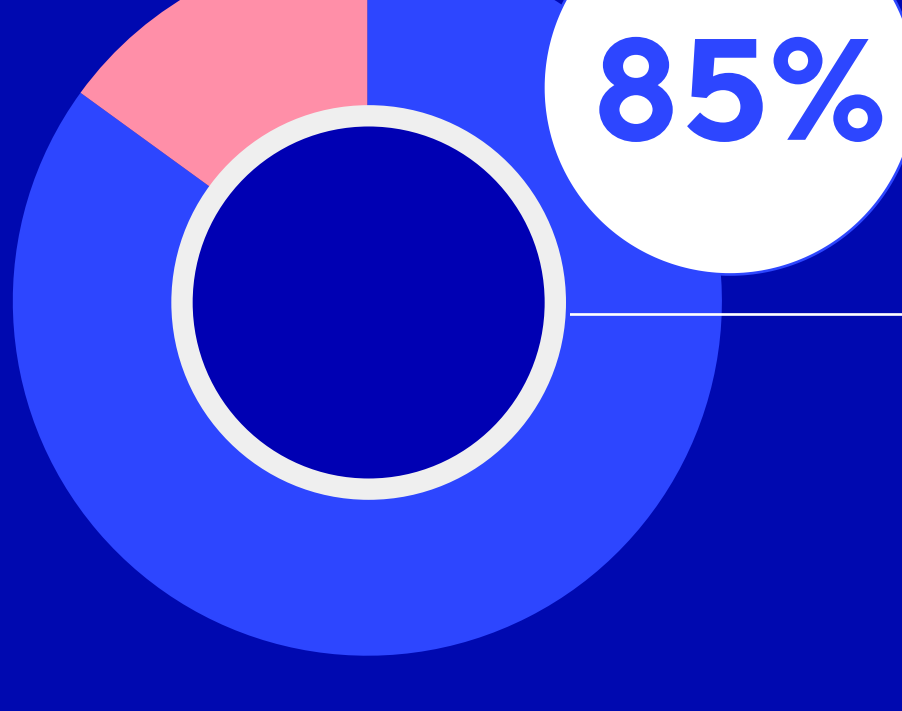
### LOCATION



### COMPANY SIZE



## Why is voice critical for businesses communications?



More than 85% of respondents see conversations as an untapped opportunity for data insights.

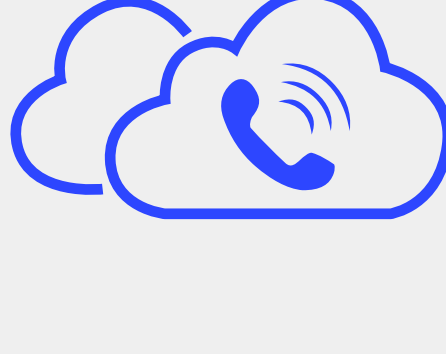
Over half of respondents (52%) who were interested were C-suite individuals.



63% of respondents that believed there was indeed a large opportunity were IT leaders from large organizations (1-5K employees)



## Leaders are increasingly moving voice to the cloud



57%

of industry heads are interested—or very interested—in moving voice channels to the cloud.

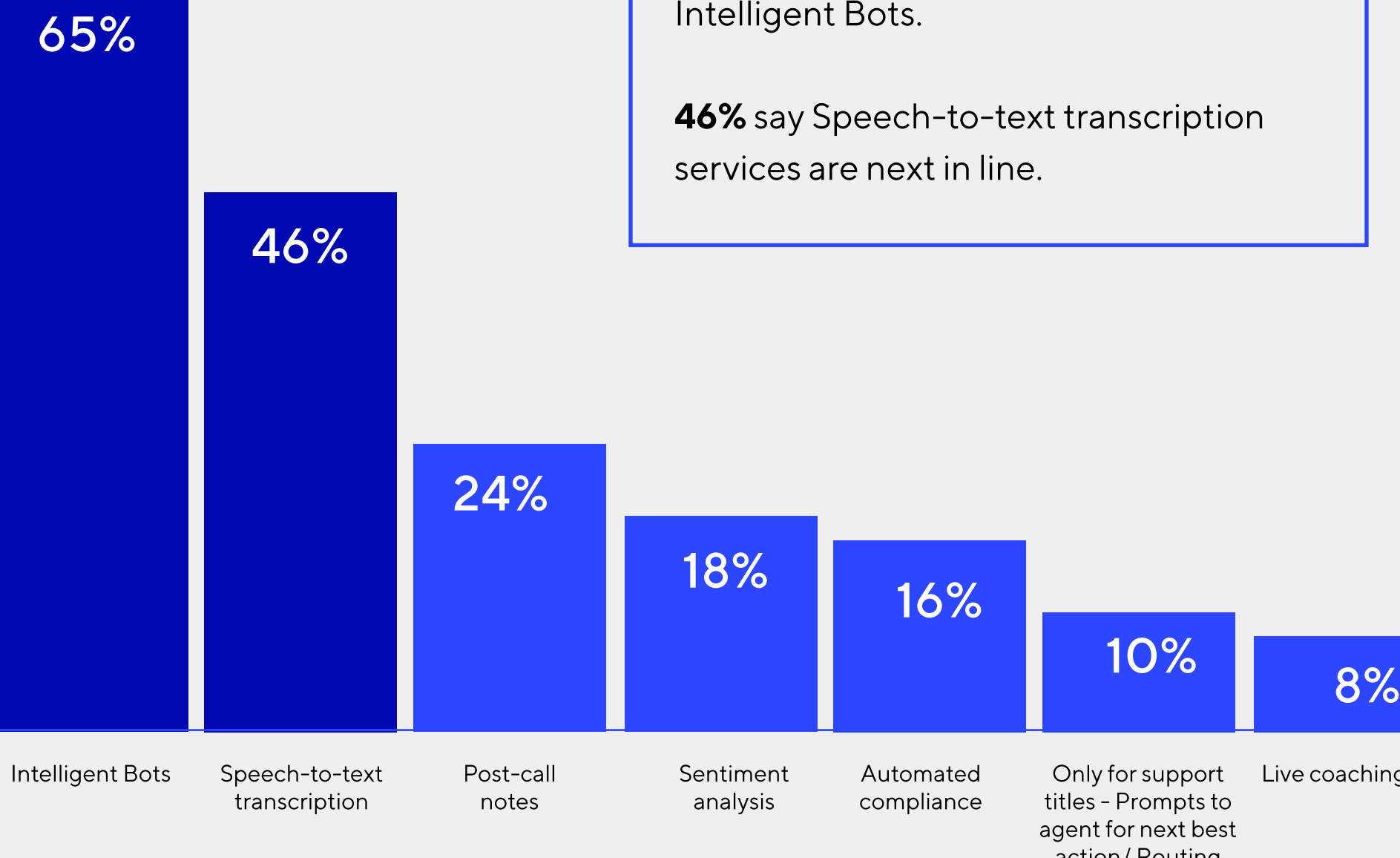
54%

of the respondents who were either interested or very interested were c-suite executives

62%

of highly interested respondents worked at medium-sized companies (1-5K employees).

## Listen closely. That's your data talking:



65% of the leaders surveyed are implementing or planning to implement Intelligent Bots.

46% say Speech-to-text transcription services are next in line.

**Definition of Voice Intelligence:** Dialpad defines Voice Intelligence as a technology that uses Speech Recognition to transcribe calls; Natural Language Processing to analyze; and Machine Learning to provide intelligent recommendations—all in real-time. Voice Intelligence provides insights and guided coaching before, during and after a conversation to increase productivity and make better business decisions.

## Voice intelligence set to transform sales and support teams



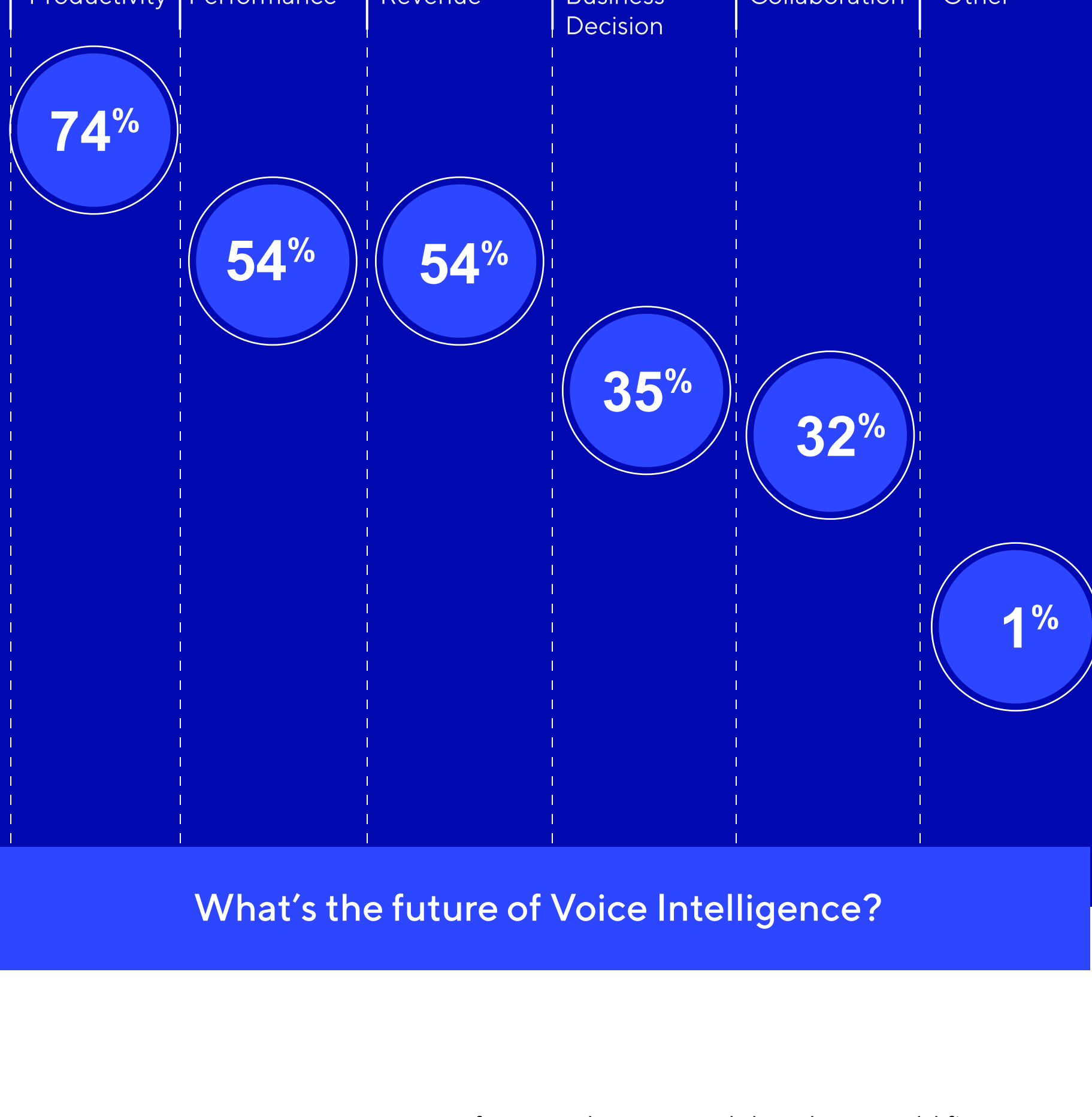
The overwhelming majority of executives and C-suite individuals believe that the sales and support teams would stand to benefit from advanced tech that uncovers data insights from voice conversations.

Respondents say that sales and support teams have the highest value conversations today given prospecting and customer calls. Reviewing data such as sentiment, key moments, trends and disposition can help companies make better business decisions.

## How does Voice Intelligence fit into the AI ecosystem?

- "Technological Breakthrough"** - C-suite respondent, US-based retail company
- 'Real-time speech recognition'** - VP of IT, US-based software company
- 'Conversation driven workflows'** - Director, US-based software company
- 'Untapped Potential'** - IT Manager, Public Administration in the US
- 'Trigger for disruption within all relevant sectors'** - C-suite respondent, US-based retail company
- 'Data Insights like never before'** - VP of IT, US-based Transportation company

## Which areas do you think Voice Intelligence could most benefit?



## What's the future of Voice Intelligence?

>60%

of respondents stated that they would first implement either Real-time transcription or Customer Sentiment if Voice Intelligence were incorporated into their organization.

Nearly half of all IT executives interviewed were also in favour of implementing In-call guided coaching (for sales and support staff).

Voice and Voice Intelligence technology will continue to expand across industries and markets in the coming decades. Voice technology will help find answers to tough questions. It will uncover important insights and trends. And most importantly, it will give us the tools to make our business conversations better.