

# TOP VOICE TECHNOLOGY

## TRENDS IN 2021 YOU

## WOULD WANT TO KNOW





# Introduction

Who might have felt that voice recognition couldn't just answer questions and open gadgets yet additionally release key information for businesses around the world! Digital marketing initiatives are taking off high with shrewd, versatile, and ingenious voice acknowledgment innovation.

In this presentation, we decode the most moving 2021 voice innovation drifts that will prepare you to dominate this pattern and use it as a gainful advanced digital marketing tool for your brand.





# TOP 2021 VOICE TECHNOLOGY TRENDS





# ABUNDANCE OF APPLICATIONS

**With the evolution of this technology, its application has also augmented**

**Voice recognition is put to use for tons of new age endeavors such as Web Conferencing, Voicemail & Chat App Messaging and more**

**The top two voice applications that will have the largest commercial impact in 2021 are web conferencing transcription and customer experience & analytics.**





# THE PANDEMIC IMPACT

The challenges delivered in 2020 have been met by some seriously impressive innovation

A Speechmatics survey report 2021 states that, organizations that have adopted voice-based and other future technologies have continued to thrive

With e-conferencing on the rise during the pandemic, voice technology application in Web conferencing transcription has had the biggest positive impact





# **BOUNDLESS GROWTH TRAJECTORY**

**As per Market Research  
Future (MRFR), the size of  
the global speech  
recognition market is  
expected to reach \$16  
billion by 2023**

**48% of automotive  
organizations are  
deploying voice  
assistants within their  
vehicles**

**Soon volvo drivers  
will have direct  
access to thousands  
of in-car apps that  
make daily life easier**





# DISRUPTING THE DIGITAL MARKETING SCENARIO



**Voice technology has  
been a market  
disruptor since its  
inception**

**voice assistance taking  
over the market in  
innovative ways every  
year, the future calls for  
newly improved digital  
strategies circling around  
this technology**

**Voice technology has  
been an asset for  
targeting the right  
audience in various  
marketing initiatives**



# **IMPROVED CUSTOMER EXPERIENCE AND ENGAGEMENT THROUGH MODERN MARKETING STRATEGIES**

**Quick and easily  
accessible voice  
technology has been  
widely adopted to support  
businesses with their  
digital transformation  
projects**

**Voice technology has  
proven to engage  
consumers and  
enhance their  
experience**

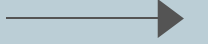
**Update your Google My  
Business listing for  
impactful voice search  
SEO to capture your brand  
effectively in the “near  
me” searches**



# WHAT THE FUTURE HOLDS FOR VOICE TECHNOLOGY?

1.

The applications of voice recognition technology in the near future are potentially boundless



2.

Emerging technologies like natural language processing (NLP) and voice analytics tools are offering value to businesses across several industries

3.

A report by Techcrunch states that in 2020, the number of devices with voice assistants installed was over two billion

To know more on Voice Technology, [click here](#)



# Conclusion

Like most shopper drove advances, voice technology has developed, and organizations are going to its skills to create efficiencies and incomes. Businesses have been able to scale, turn, adjust, work and market their organizations even in the face of unexpected change with the hearty guide of voice innovation headways this year

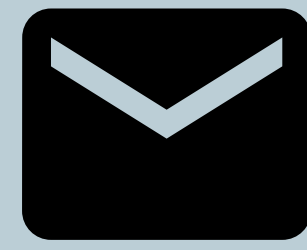




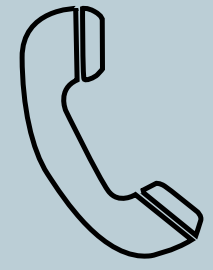
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**Thank You**