

The Growth of In-Car Intelligent Assistants: Will voice experiences be the bridge to connected commerce?

JEFF FERMAN, HEAD OF AUTO SKILLS, ALEXA AUTOMOTIVE







Traffic Jam!

90

BRACK!

90

110

P R N D

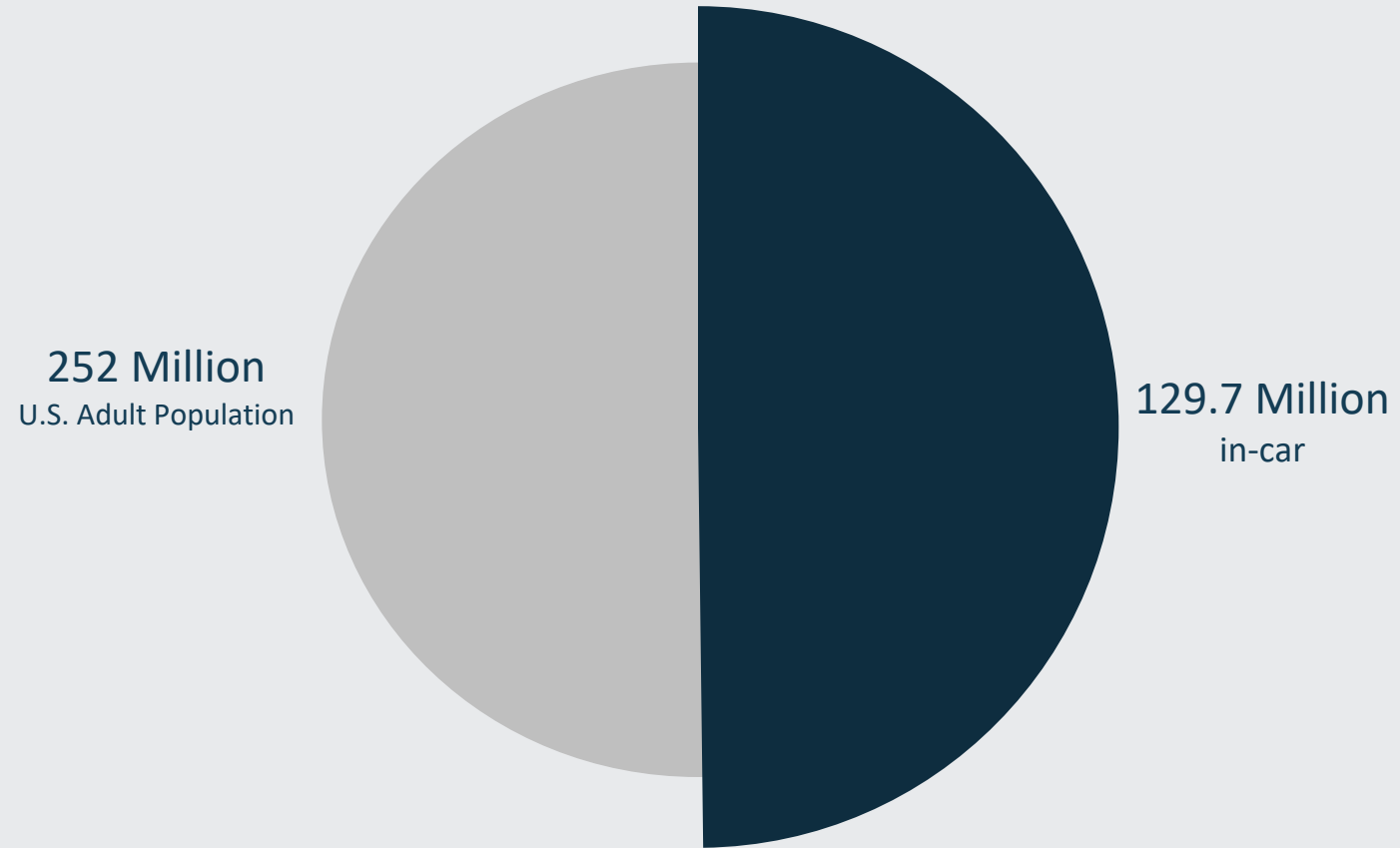
90
KM/H

2.
RPMX1

alex
amazon

Over half of US adults have used a voice assistant in the car

US Adults That Have Used a Voice Assistant in the Car¹



¹Source: Voicebot.ai In-Car Voice Assistant Consumer Adoption Report 2020

“

Voice assistants are projected to be embedded in nearly 90% of new vehicles sold globally by 2028.

-- Sam Abuelsamid, Principal Research Analyst, Navigant Research at Automotive World, Oct. 2019



TOP CUSTOMER COMPLAINT

Built-in voice recognition

J.D. Power Initial Quality Study (2020)

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Challenges with Traditional Voice Recognition Systems

“

Limited in what it can do.

“

Needs more capabilities integrated into vehicle.

“

It does NOT understand what was asked/told gives incorrect information and options not even close to what it was asked/told.

“

Not intuitive, doesn't understand, hard to use.

“

...cannot understand a sentence string command and must slowly go through prompts to complete tasks (i.e. to dial a number not in phone system must say Phone, dial, number and confirm or deny number read back before dialing).

“

[I have to] learn the specific words to activate features.

“

Outdated, can only use to make phone calls, and navigation is unreliable and takes longer to input.

“

... the maps seem outdated.

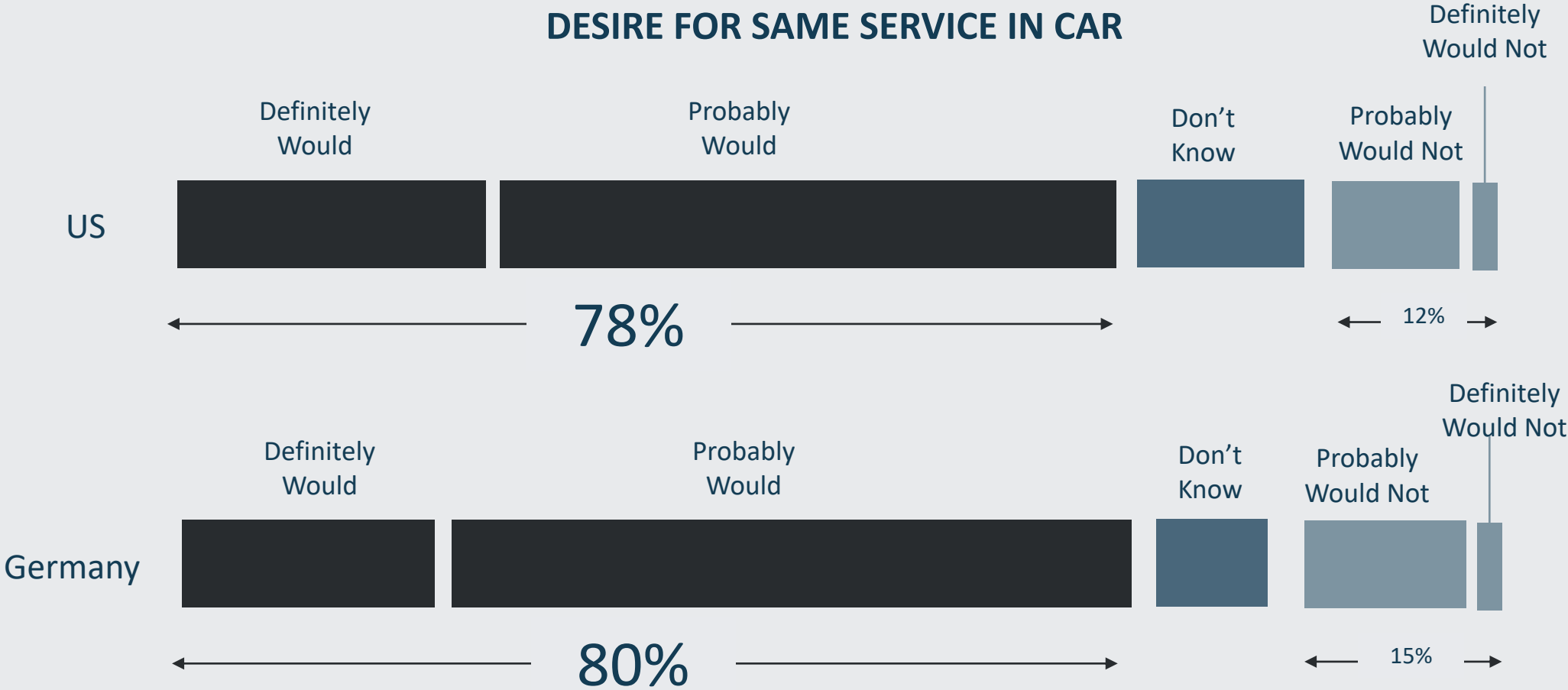
ON-THE-GO

"Alexa, time to go to work."



Interest in Same Brand of In-Home Voice Service To Be On Next Vehicle

DESIRE FOR SAME SERVICE IN CAR

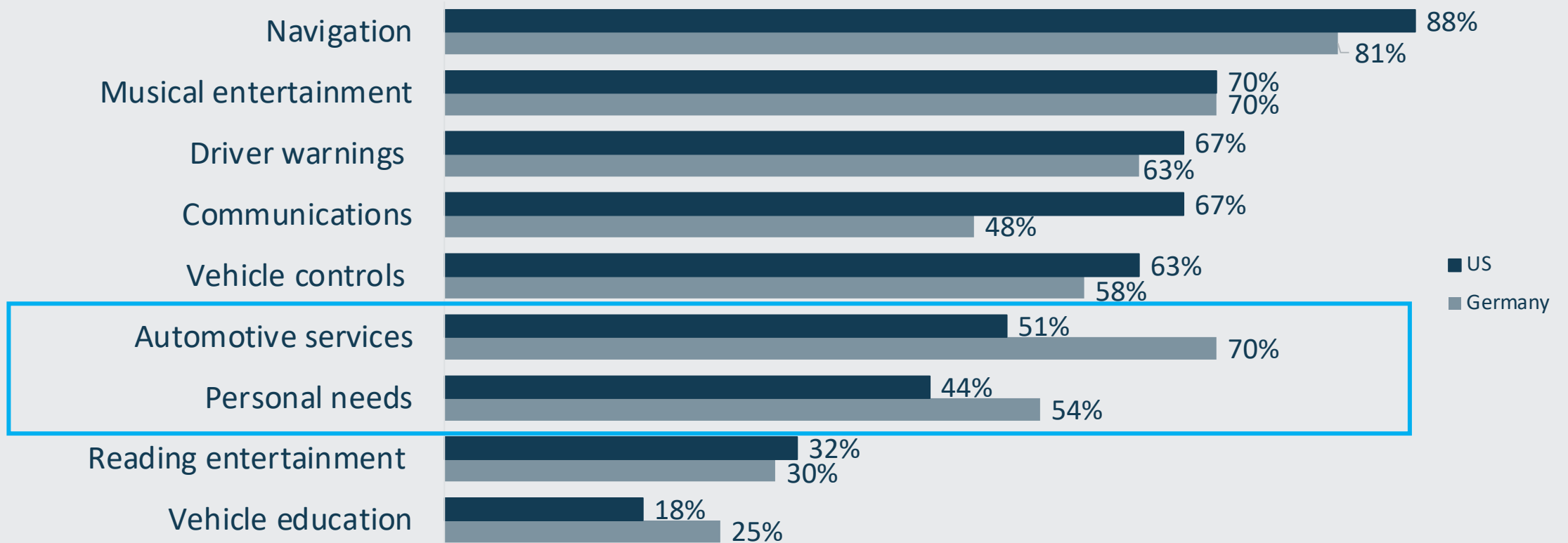


Q: Would you want to have the same brand of in-home voice assistant device installed in your next vehicle? US N=5000 Germany N=780



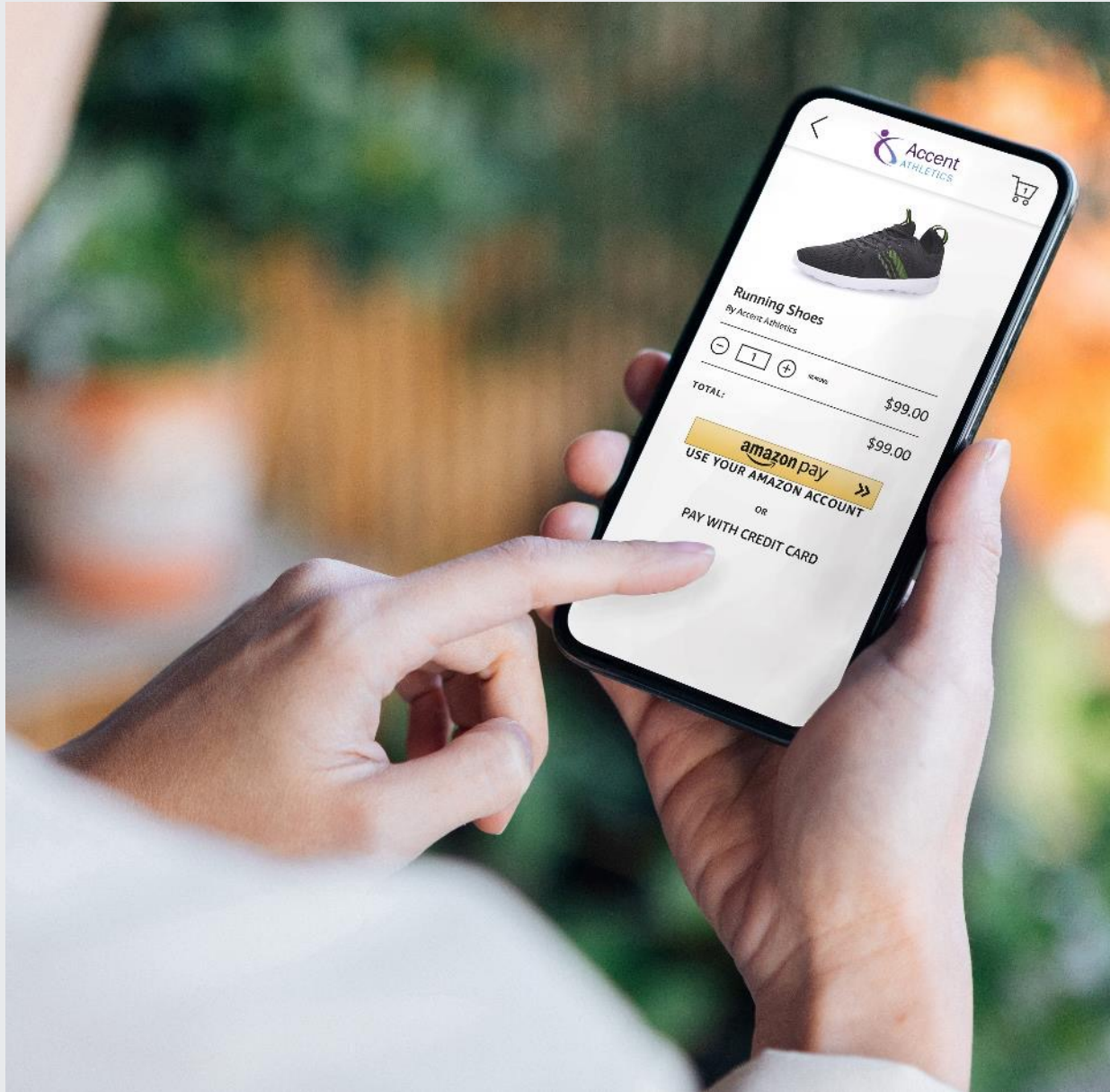
Going Beyond Car Features

Top Desires of In-Vehicle Voice Service



Q: Rank, in order of importance, what you would want your vehicle voice assistant to be capable of doing. US N=5000 Germany N=780





Amazon Pay

A simple way for customers to pay for products and services using the information already stored in their Amazon account.



Connected Consumers

56% of customers who own a smart speaker said they are likely to use voice to purchase products in the next three years.¹

¹ Amazon Pay, How are connected consumers using voice?, 2020.

"Alexa, pay my electricity bill."





EXAMPLES OF FEATURES/SKILLS SPECIFICALLY DESIGNED FOR AUTOMOTIVE



"Alexa, open Urgently."



"Alexa, I have a flat tire."



"Alexa, ask what3words to navigate to cloth grit dice."



"Alexa, ask RingGo If I can park here."



"Alexa, sag Pay By Phone dass ich 2 Stunden parken möchte."



"Alexa, find parking."



"Alexa, ask Parkbob, what parking rules apply here."



"Alexa, ask ParkingRhino to show nearby parking location."



"Alexa, pide a LetMePark aparcar por aquí."



"Alexa, where can I find gas nearby?"



"Alexa, pay for gas."



"Alexa, demande à MOOVILITY, où est la station la plus proche."

“Alexa, pay for gas on pump 3”

Video

ALEXA PAY FOR GAS

Vehicle Integrations



AFTERMARKET



PROJECTION



EMBEDDED



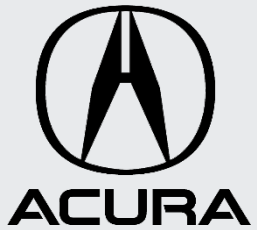
Brands Integrating with Alexa



Volvo Trucks



LUCID



Jeep

ALEXA CUSTOM ASSISTANT

Video

ALEXA CUSTOM ASSISTANT

Thank you

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