

HALF OF AUSTRALIANS WILLING TO SHOP WITH IN HOME VOICE ASSISTANTS

Sydney, Australia - 13 December 2017: New research from [Salmat](#) into Australians' awareness of in-home voice assistants and the likely influence on their shopping behaviours in the future reveals that, surprisingly, almost half (47%) of shoppers are already aware of at least one in-home voice assistant device, and almost half (46%) are *willing* or *excited* to use an in-home voice assistant to interact with and shop from retailers.

The power of voice

Despite voice technology being at an early stage in Australia, with just 1% of respondents currently owning a smart speaker, almost half (47%) could name at least one voice device. In addition, the majority (57%) say they would consider either buying an in-home voice assistant presently or in the future.

Salmat's Senior Voice Experience Designer, Peter Nann, said: "As Australian customers are increasingly expecting convenience from brands, voice assistant technology will grow in popularity. With almost half of Australian consumers willing to try or excited to use an in-home voice assistant for shopping, it offers opportunities for local businesses to develop new voice-based customer experiences, services and initiatives, and create innovative marketing campaigns."

In the US, the number of active smart speakers is [expected to approach 40 million](#) by the close of 2017, only three years after the launch of Amazon Alexa and one year after Google Home. In Australia, Google launched the Google Assistant on the Google Home in July, and Amazon has recently announced it will launch Amazon Alexa in early 2018, just a few months after opening up their larger inventory online to Australian consumers. With both major players now entering the Australian market, voice technology is expected to take off in the coming year.

"Such a high level of awareness of these voice assistant devices, so soon after hitting our shores, is impressive. Already, we're seeing that Australian consumers are willing to interact and shop with these products, with only a small fraction (4%) not interested. This is a strong signal to the market that there is a business opportunity for developing voice-based services, especially in the retail area, but also in other sectors such as finance and services," said Nann.

A good deal of deals

When asked how they would use in-home voice assistants to research and buy products, three out of five of respondents (60%) say they would use it to search for the best price, far ahead of searching for local products and services (26%), or a specific brand (8%).

In addition, they are expecting in-home voice assistants to primarily help them find the best bargains, discounts or sales (48%), ahead of researching products and services (45%), and helping with admin tasks (45%). Finally, another 59% say that alerts to sales, discounts and promotions would be a helpful feature for in-home voice assistants.

Some industries are likely to benefit from voice technology more quickly than others. When asked which products they would consider buying via in-home voice assistants, groceries (37%), clothing and accessories (33%) and health and beauty (32%) make the top three.

Products consumers would buy via voice assistants per category	
Groceries	37%
Clothing and accessories	33%
Health and beauty	32%
Toys and games	31%
Electronics	30%
Computers and software	26%
Home improvement and garden	23%
Homewares and furniture	21%
Office	18%
Sport and outdoor	16%
Medical	15%
Automotive	6%

Nann continued: “We’re seeing that consumers are willing to use in-home voice assistants for shopping, and if businesses want to tap into this potential, it seems like they just have to first make it possible, and then offer customers deals, deals and even more deals to clinch the transaction.”

“Just about every brand can benefit from a voice assistant experience. Even if you can’t service or sell to your customers with voice alone, you can still delight them with a carefully designed experience that reinforces the brand. Those that lead the charge in launching their own voice applications will certainly grab a competitive edge, but solving the right problem, and solving it well, is key. For businesses considering voice-assisted technologies at this early stage, it’s crucial that they lean on experienced local voice-design expertise in order to deliver excellent voice experiences” said Nann.

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Methodology

The figures in this release are based on the ACRS Omnibus Tracker from November 2017. The ACRS Omnibus Tracker is a quarterly tracking study of consumers’ multichannel preferences and behaviour, based on a survey of 500 Australian shoppers.

About Salmat

Salmat is a leading Australian marketing services business. We partner with our clients to help them with the constant pressure of acquiring and servicing their customers, week-in, week-out. With media, digital and contact capabilities, we have the right solutions for our clients, enabling them to Reach, Convert and Serve more customers.

Founded in 1979, Salmat has evolved from a small letterbox distribution business to an ASX-listed company. With a talented team across four countries we work with some of Australia’s most recognised and trusted brands to manage billions of customer interactions every year.

Reach: We offer the broadest reach media (online & offline), with the ability to target individuals and up to 17 million people. Convert: We deliver conversion across multiple channels, creating more opportunities for our client's customers to buy. Serve: We make every one of our client's interaction count online and offline.