

Alexa: The Wave of Most Disruptive Technology

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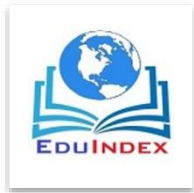
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Introduction

Amazon Alexa or simply known as Alexa is a virtual assistant which is developed by Amazon. It is also called as voice assistant or smart speakers. It was developed by Amazon lab 126. Users can activate the device by using a wake word “Alexa”. Voice assistant help the users in assisting them in day to day life as a personal assistant.

Voice assistant Alexa by Amazon is the most powerful disruption in the field of technology. It is always ready to answer our queries and need for quick and instant information by keeping itself always online and alert.

In the age of smartphone Amazon has produced the device without screen for users to interact with is unusual concept which is gaining incredible success now. The interactive abilities of Alexa is making it powerful and giving a platform to various brands to converse with the customer and engage them in a unique way. The shift in the behavior of customer with reference to the usage of voice assistant Alexa can be utilized by various brands as an opportunity to reach customer as a new touchpoint. Customer’s comfort level of using voice assistant Alexa have started on solid foundation and in future it will only grow .The convenient access to voice



assistants which act as a personal assistant to various tasks will outstrip app and usage of websites over coming years.

Businesses who are going to take first mover advantage by adopting the technology early will have the great opportunity to attract customers by providing good and unique customer experience. Alexa is also called as conversational interface. Its services were designed by keeping conversation in mind. Conversational interfaces are designed to enhance a personal bonding and connection between humans and service provider.

According to Collin Davis, General Manager of Alexa for Business at Amazon said that Amazon itself is using Alexa in 700 conference rooms. Almost 70 % of their meeting is initiated by Alexa

Alexa is bringing human touch to technology. The aim is to give a feeling of real person conversation when consumer is going to interact with the device. Brands can enhance the interaction with the customer by adopting a good voice strategy.

Timeline of mainstream Voice Assistant

October 2011
Apple Siri



May 2012
Google Now

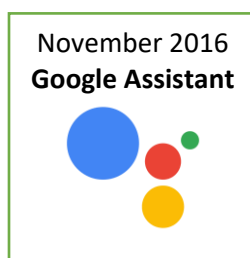
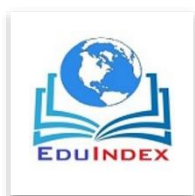


April 2014
**Microsoft
Cortana**



November 2014
Amazon Alexa





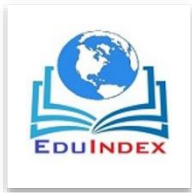
Product

Amazon Echo, Amazon Echo Dot (3rdGeneration), AmazonEcho Plus (2ndGeneration), Amazon Echo spot are the devices which are in built with Alexa skill. Based on their size, features and speaker quality they are priced differently. All Echo devices are in built with the very sensitive several microphones that's why Alexa is always listening and respond very quickly.

Alexa Skill-Alexa is basically a skill to Amazon Echo , it is like an app. Alexa app are getting launch .Alexa skill kit has been launched by Amazon to the public help the business to create its own skill and add them to Alexa. Once an Alexa skill is being added to the Alexa account, it is active and going to work with the Alexa device in your Home. Various skill help the customer to purchase services or things outside of Amazon. Users can find lots of skills for smart home devices, skills for hobbies and interest, homework helper skills, recipe skills etc. According to voicebot.ai report, Amazon announced at the end of the August 2018 that worldwide there are 50,000 Alexa skills and more than 20,000 Alexa compatible product.

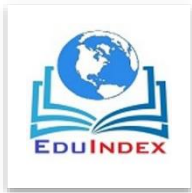
Exhibit I: Amazon Devices in built with Alexa and its features

Product	Price (in Rupees)	Features
Amazon Echo	7999/-	It is hands free smart speaker which is control by the voice. It can make calls ,check weather ,set alarm ,control smart



		home devices and much more
Amazon Echo Dot(3 rd generation) 	4499/-	It always need to be plugged in to the power supply as there is no in built battery in this. It is hands free smart speaker which is control by the voice. It can make calls, checkweather, and setalarm, control smart home devices and much more. It can make call or message only to those who have an Echo device.
Amazon Eco spot 	12,999/-	It is a device with visual capability. It can give you visual of things, customer can watch news bulletin, watch videos. It is having a live camera feed which can be connected in babies room and can get line monitoring of kids room. It can give feed from front door also.
Echo Plus (2 nd Generation) 	1499	It need to be always connected with power supply as it doesn't have battery in built. Customer can pair Fire TV, Play videos from Amazon prime and Netflix.

Source- www.amazon.in



Competitors -

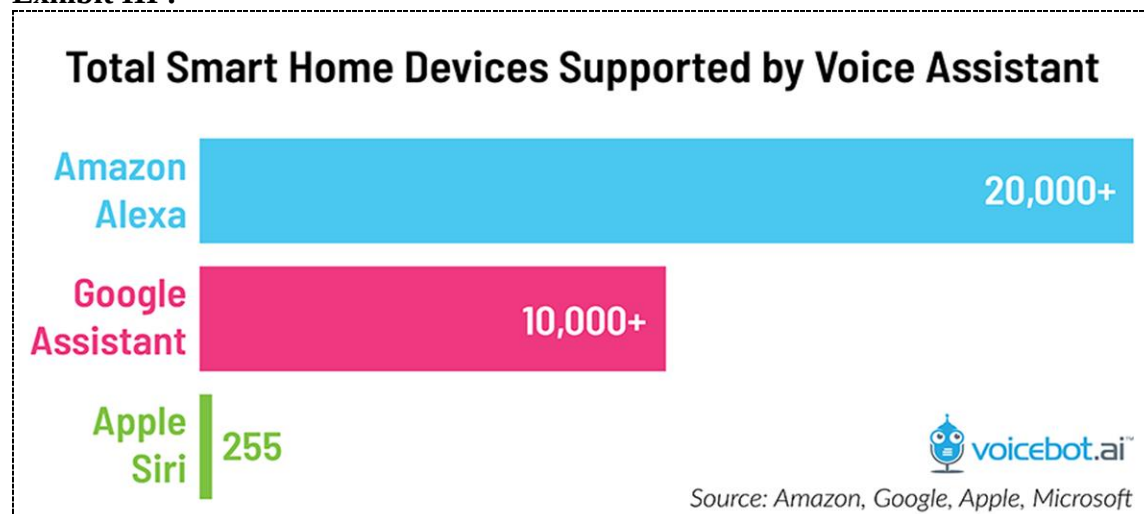
According to voice report 2019 by Microsoft, It was found that 25 % people prefer Alexa,36% ;people prefer Apple Siri and another 36 % people prefer Google Assistant and 19 % prefer Microsoft Cortana as digital voice assistant

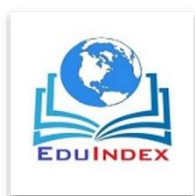
Exhibit II: Competitors

Microsoft Cortana		19%
Apple's Siri		36%
Google Assistant		36%

Source- Voice report 2019, By Microsoft

Exhibit III :





Benefits of using Alexa to customer

1-**Quick and Fast**-Alexa act as a smart home maker. Huge range of connecting devices get connected with the home by the help of Alexa. From light bulbs, fan, thermostat to coffeemaker customer can control all the device through Alexa by voice command.

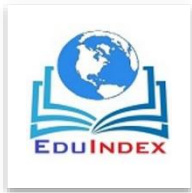
2-**Personalization and Personal Assistant**-Alexa helps customer in assisting them in day to day life like setting alarm, check the weather update, and news update etc.

3-**Convenience**-Alexa helps the customer in getting the information hand freely and quickly. Instead of searching information by opening so many apps, Alexa bring ease of use in customer's life by searching the information only through voice command. Customer get real time information

4-**Reminder**- Alexa help the customer in managing their appointment and calendar and customer can also sync their Google or Apple calendar with Alexa. .It is helps in reminding from birthday, anniversary to filling the groceries.

According to the Voice report 2019, Following are the top reasons of using voice assistant by the people of US :-

Searching for a business	47%
Searching for a quick fact	68%
Asking for directions	65%
Making a shopping list	39%



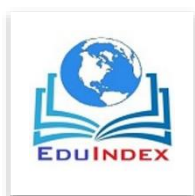
Researching a product/service	44%
Searching for a product/service	52%
Comparing products/services	31%
Price comparison for product/service	30%
Making a purchase	25%
Providing feedback for a product/service	19%
Contacting customer service or support	21%
Changing an order	16%
Cancelling an order	14%
Accessing banking or personal financial information	11%
Accessing credit card accounts	10%

Source-Voice Report 2019

Sectors which are using Alexa for differentiation

Banking and Financial sector

From mortgage to Crypto currency advisor customer can leave so many things to Alexa to monitor their finances. Customer can check their transactions and spending. Customers can check various trade stock prices. Alexa is reshaping the interaction between customers and banking institution. It is helping banks and financial institute in customer engagement .It helps the customer in knowing the account information also helping smoothing banking functions for blind and facilitating blind users. It helps the senior citizen in terms of getting information with the real time updates. Alexa helps the users in reminding the bill payments and in the bill payments and also in tracking the expenditures.



Customer can check various offers on debit card and credit card. They can also check interest rates on various loans and investment. Through Alexa customer can do various transaction and pay various bills.

Tours and Travel Sector

With the Alexa skill people can search casually on future holiday trips. In US generally people prefer Alexa to check the waiting time in the airport. Customer can use Alexa to check the flight details including price comparison with other service provider only through voice command. Customers can book the ride hands freely by using Alexa skill of Ola and Uber. Alexa skill of Goibibo suggests customer to choose and plan the holiday trips.

By using Alexa skill customer can check the availability of seats in a particular train by the skill of Indian Railways.

Health Care Sector

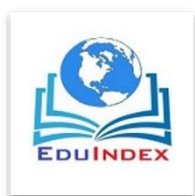
Alexa is acting as a companion to so many people who are in depression because of loneliness. Conversation feature of Alexa gives feeling that someone is with you.

There is skill of Alexa called Depression.AI, which suggest small activities to enhance your mood. It suggests location based therapy.

Libertana Home health care-They are using Alexa for nurses to be more attentive towards elderly patients. By the help of companion app nurses can check whether the patient has taken the medicine or not, same can be tracked by the family member also.

Aiva, Los Angeles- They are using Alexa for interaction of patients with nurses. Patient can use it for in room entertainment, for switch off and on for Television and for calling nurses for help.

Boston Children's Hospital, is using Alexa for completing the task like suggesting parents the dosage of medicines based on children's medical history, age and weight. Logging all the details



of patient and if there is a shift change then it read them out for new care taker. During the surgical procedure if there is any observation then it has been logged in the Alexa. It also provide guidance to the parents if they find that their kids are suffering from fever.

There are more than 150 Alexa skill for health and fitness.

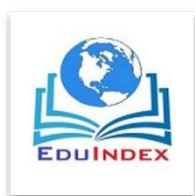
Education Sector

It is changing the way of traditional learning. With the help of Alexa people can learn new language, they can update their general knowledge. Different Alexa skills are there which help kids to do their homework. Students can use Alexa to solve various math's equation, spellings, geography and science facts .According to the Vice President of Information Technology at Gettysburg College, Rod Tosten, and Alexa is changing higher education. Alexa helps the students in finding books in library, It playback the missed lectures. From the dormitories only student can access the dining menu.

Hospitality Sector

Hospitality is getting disruptive by Alexa very innovatively. Now a days many leading hotels are adopting Alexa in their service to differentiate themselves as a technology driven service provider from rest of the service provider. They are trying to engage the customers in unique way. Hotel industry is trying to delight the customer by conversation between customer and Alexa.

Pacific hotels –Santa Barbara and Los Angeles employs voice activated butler on staff with Amazon Alexa which is positioned in the room. Guest can put various request by using Alexa for extra towels, play music, and ask question related to local sightseeing attraction and hotel services including check out.



Marriott Hotels- Today, It is the world’s largest chain and trying to differentiate itself by becoming early technology adopter for voice assistant Alexa. In their room with the help of voice command through Alexa guest can controllight,room temperature, close drapes and television.

This voice search is bringing shift in customers search behavior in terms of searching accommodation .In future it is suggested that hotelier has to move from their existing marketing technique of SEO and Digital marketing and they have to include Voice SEO in their marketing planning.

Journalism Industry

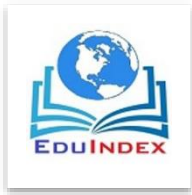
Alexa is disrupting the journalism industry with the emergence of the flash brief news. People are changing their preference of getting the updates on news. Every morning Alexa is updating the people with the latest news hands freely through voce command. All leading Hindi and English News channel and paper are using Alexa skill to cope up with the changing behavior of customers in getting news.

Music Industry

Alexa is disrupting the way we used to listen the music. Only through a voice command it can play songs,albums ,artists and your favorite playlist . It also support audiobook through Kindle Unlimited. Users can also listen to the live radio. In India, JioSavan,Hungama Music, Gaana.com,Radio Mirchi, All India Radio and Radio city are using Alexa platform to get connected with the listeners in different way.

Automobile

Alexa is turning Ski fi movies into reality. People can do functions of car by voice command.



Tesla – Alexa tell about the charge status, location and climate status. Through Alexa customers can control car flash light, start and stop of charging, honk and start and stop of climate system.

Hyundai Motor America-Hyundai vehicle owner can use Hyundai blue link skill. This skill helps the owner to remote start the cars. They can set the cabin temperature by voice command through Alexa. They can control the light, remote charging and remote horn.

Mercedes Benz- Mercedes me skill help the user to allow to use and access the various vehicle information like location, fuel level and service schedule. It allows the customer to control the climate of the car and remotely locked the door of the vehicle.

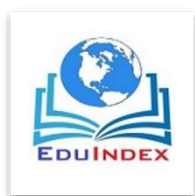
Genesis Motors USA-Through Alexa customers can control car flash light, start and stop of charging, honk and start and stop of climate system. Alexa tell about the charge status, location and climate status.

Voice Assistant Use Frequency in the car- According to the Voicebot Voice assistant consumer adoption report 2018, US 50% of the user of smart phone said that they have tried voice assistant in the car. According to Voicebot estimates, In US there are 114 million adults have used voice assistant at least once in their car. And monthly 77 million are using.

Exhibit IV :Voice Assistant Use frequency in the car

Never	3.6%
Rarely, but I've tried it	28.9%
At least monthly	67.5%
At least daily	43.3%

Source - Voice assistant consumer adoption report 2018



Challenges of using Alexa-

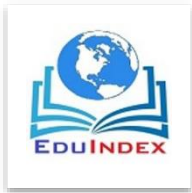
Security- It is the main and primary concern of the all users. It challenges all the sector to keep the data of the customer secure, private and maintain authentication process. Data security is the major concern

Language –Language is the major barrier in using the Alexa as it converse only in few selected language. Understanding the diction and accent is the major barrier.

Privacy-Alexa in built devices are built with micro phones which are active and alert all the time and listening the conversation. So privacy can be the major issue.

Exhibit V :Concerns people have towards digital voice assistant

That my personal information or data is not secure	52%
I don't know how my personal information is being used	24%
I don't want my personal information or data used	36%
That it is actively listening and/or recording	41%



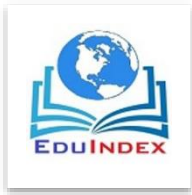
me	
That the information it gathers is not private	31%
I do not trust the companies behind the voice assistant	14%
Other	2%

Source :-Voice report 2019 by Microsoft

Conclusion-Alexa, based on voice technology is disrupting almost all the sectors. With the revolution of digital voice technology Alexa is becoming the part of customer's day to day life. Companies should now understand the importance of Alexa and can utilize this platform for customer engagement. Service providers can use Alexa as a new touchpoint and a communication channel in delivering their services.

Exhibit VI:-Tours and Travel companies using Alexa

Tours and Travel	Alexa Skill
Red Bus	Check bus seat availability in India. Can

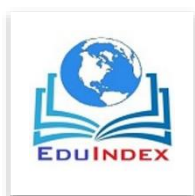


	check the route and bus option in specific route.
Indian Railway	Travelers can check PNR status, seat availability in train, live train running status and train routes.
Go ibibo	It helps travelers to find flights , go cash balance ,booking status
Ola	It helps customer to book cab
Uber	It helps customer to book cab

Source-www.amazon.in

Exhibit VII:-Banking and Financial companies using Alexa

Bank (Country)	Features
Asia pacific	
NAB	Account Enquiries
HDFC Bank	Details of money transaction and spending ,Account enquiries, finance news and payments details
SBI life	Various policy and plan information.
Bajaj Allianz	Various policy and plan information.
Westpac Australia	Account enquiries and Financial News
UK and US	
Capital One	Account enquiries, payments, track spending
American Express, US	Account enquiries and payments
Farmers, Insurance	Policy information
All state Insurance	Policy information



Amica Mutual Insurance	Policy information
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Source-www.amazon.in, www.amazon.com

Exhibit VIII : -Media and Entertainment industry using Alexa

News Channel	Features
ABP Live	Latest news and headlines in hindi
AAjTak	Latest news and headlines in hindi from India and world wide
VIVO IPL	Latest updates on IPL score
Zee News	Brief news
Yahoo Cricket	Latest cricket updates
NDTV India	Big headlines from politics, business a, Bollywood and cricket
India TV	Latest news and headlines from India and world wide
Time of India	News related with business, health ,sports and various blogs

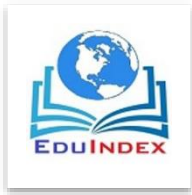
Source-www.amazon.in

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