Alexa Auto: Voice in the Car

ARIANNE WALKER, CHIEF EVANGELIST, ALEXA AUTOMOTIVE
Over half of US adults have used a voice assistant in the car

US Adults That Have Used a Voice Assistant in the Car

252 Million
U.S. Adult Population

129.7 Million
in-car

1 Source: 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
“Alexa, time to go to work.”
TOP CUSTOMER COMPLAINTS

Built-in voice recognition
Built-in Bluetooth connectivity

J.D. Power Vehicle Dependability Study (2019)
Challenges with Traditional Voice Recognition Systems

“Could use more features.”

“It does not have all the features like Alexa.”

“It never works when I try to use [it]. Can never understand my words no matter how slow or normal I speak.”

“It does very poorly understanding what I’m saying. It’s gets it wrong more often than right.”

“You have to say very specific things.”

“Not knowing the proper language (term) to use to complete some tasks.”

“I don’t like that it is outdated and can’t really be updated...”

“...is not always up to date.”

2019 J.D. Power/Alexa Automotive In-Vehicle Voice Connectivity Study

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Voice Satisfaction

SATISFACTION WITH VOICE INTERACTIONS

Q: Using a 1 to 10 scale, how would you rate your experience with your built-in vehicle voice assistant? N=2172
Q: Using a 1 to 10 scale, how would you rate your experience with the below voice assistant while in your vehicle? Phone projection N=1467  Aftermarket device N=113  Built-in N=189
Q: Using a 1 to 10 scale, how would you rate your experience with your in-home voice assistant device? N=4989

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**Voice Satisfaction**

**SATISFACTION WITH VOICE INTERACTIONS**

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Satisfaction with Voice Interactions

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2019 J.D. Power/Alexa Automotive In-Vehicle Voice Connectivity Study
Q: Would you want to have the same brand of in-home voice assistant device installed in your next vehicle?  

N=5002

67% Definitely Would

16% Probably Would

16% Don't Know

16% Probably Would Not

16% Definitely Would Not

Interest in Same Brand of In-Home Voice Service To Be On Next Vehicle
Top 3 benefits of in-home voice service installed in vehicle

1. I would already know how to use the feature

2. Consistent experience

3. My preferences are already known or would be more adaptable
“Alexa, how’s the weather?”

“Alexa, how’s traffic look?”

“Alexa, close my garage door.”

“Alexa, start my meeting.”
Going Beyond Car Features

Top Desires of In-Vehicle Voice Service

- Navigation: 91%
- Musical entertainment: 75%
- Driver warnings: 72%
- Vehicle controls: 72%
- Automotive services: 65%
- Personal needs: 58%
- Reading entertainment: 41%
- Vehicle education: 23%
- Other: 3%

Q: What are the top 5 items you would want your vehicle voice assistant to be capable of doing, that your current vehicle command system cannot? N=5002
“Alexa, play top hits.”

“Alexa, join my conference call.”

“Alexa, find gas.”

“Alexa, defrost my car.”
“Alexa, roll down the windows.”
EXAMPLES OF SKILLS SPECIFICALLY DESIGNED FOR AUTOMOTIVE

“Alexa, open Urgently.”

“How do I get to cloth grit dice.”

“How can I find parking nearby?”

“Alexa, ask Parkbob, what parking rules apply here.”

“Alexa, where can I find gas nearby?”
Vehicle Integrations
Brands Integrating with Alexa
Brands Integrating with Alexa

ANKER

Pioneer

GARMIN

BOSS AUDIO SYSTEMS

NEXTBASE

iOttie
IT REMAINS DAY 1
VOICE INTEROPERABILITY INITIATIVE
Thank you

Arianne Walker, Chief Evangelist, Alexa Automotive
walkeari@amazon.com