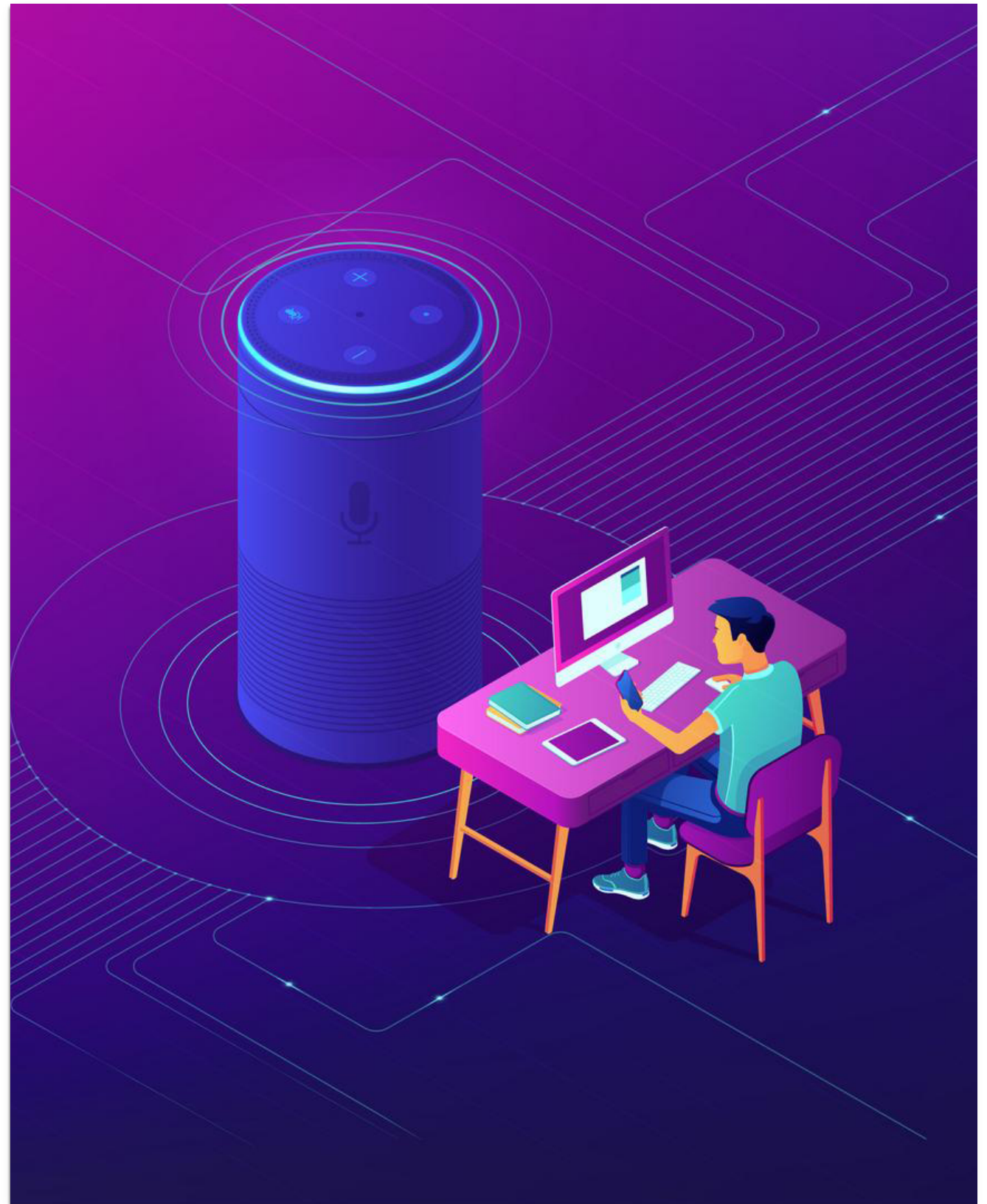# 3 must have features of your first voice app

The essential and most powerful features every voice app needs in 2021

VOICE APPS TODAY

Voice assistants, like Amazon Alexa & Google Assistant, may have started in the home as the technology behind smart speakers but today they are in everything from your home appliances to your automobiles. Get the weather, set a timer, listen to a book, make an appointment, order groceries, order dinner, order a ride, get matched, get discovered - all with the power of voice. In 2021, an estimated 220 million consumers in over 90 million homes[1] in the U.S. alone are engaging via voice assistants on a daily basis and as part of their daily lives.

"Smart speakers are also important because they represent a new interactive digital endpoint in the home that now provides access to over one-third of U.S. adults." - Bret Kinsella, Founder, CEO, Editor of Voicebot.ai

Today, in the midst of a global pandemic with lock downs in effect in major metropolitan areas around the globe, being able to create a personal connection with consumers at home is vital. **Voice apps** today are a unique, accessible, and personal way to connect with consumers. There are many details that go in to creating a successful voice app but there are some fundamentals every single voice app must have.

With True Reply, over 230 voice apps and interactive voice surveys have been launched with over 50,000 participant engagements. Building on what we have learned, we present the top 3 power features your voice applications and voice experiences must have to successfully leverage this emerging technology.

Personal Flexible Secure

Your voice app should be an asset to your business, organization, and users - not a hinderance or a liability. With this in mind, planning how you will manage your voice app, how you will securely store and access data collected, and how consumers will perceive your services as a result of engaging with your voice app are key elements to consider.

How will you manage your voice app?

Your voice app should be manageable, in real-time, via a simple to access and use interface that allows you to update your *sonic branding* as well as update your voice app's content so your voice app maintains an organic relationship to your business and brand.

How will you store and access your voice app data?

How you store and access your voice app data must be secured to protect user privacy. The exact regulations that must be followed depend on the geographic region of where users are engaging from and the nature of your voice app and business.

GDPR in Europe as well as *COPPA*, *CCPA* and *HIPAA* in the U.S. are examples of such data privacy regulations that must be followed.

How will your voice app sound?

Your voice app must be personal and maintain a cohesive impression and connection to your brand. Your voice app must support a level of sonic branding that ensures when users hear it that a personal connection is created with your brand identity.
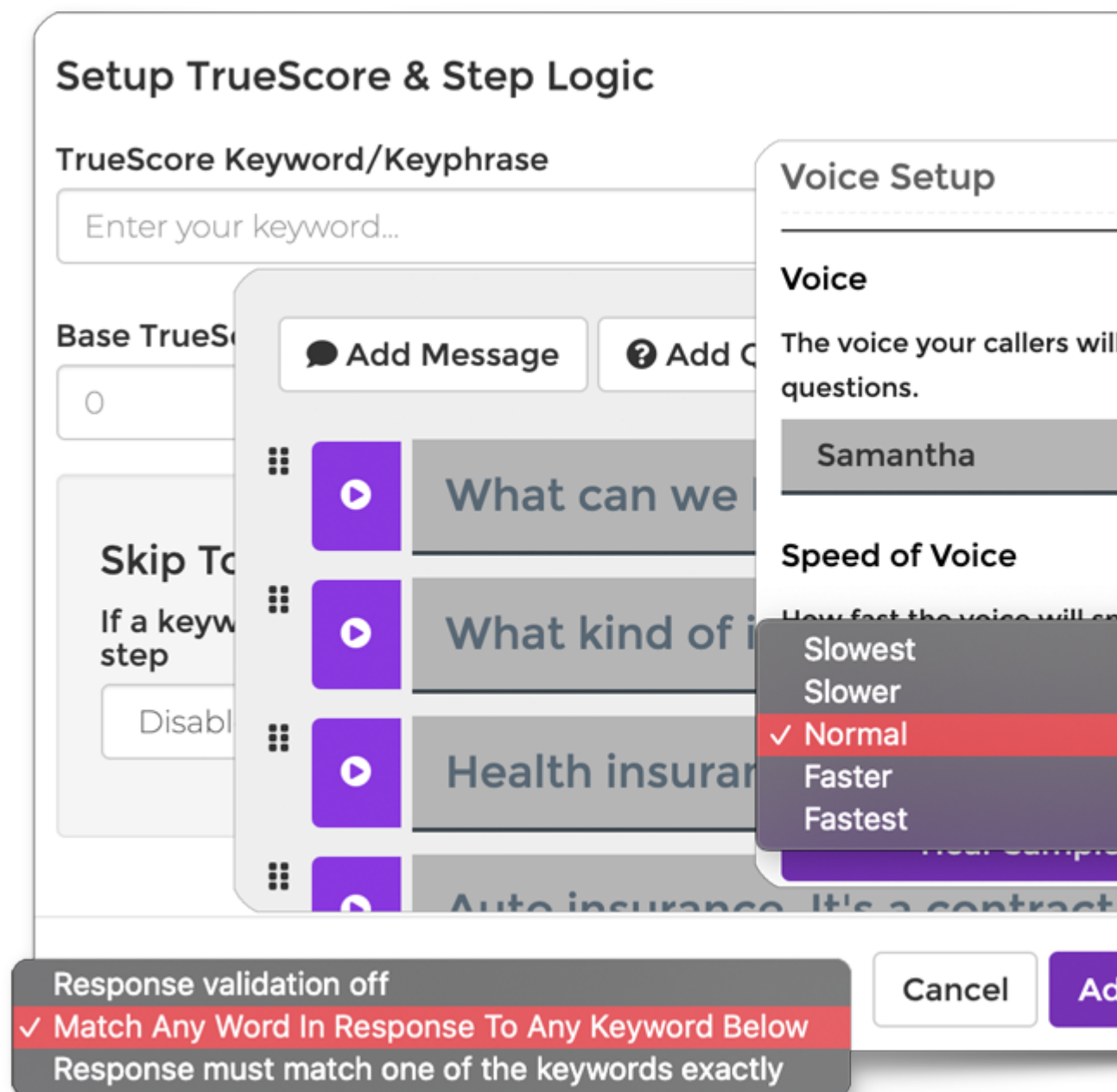
With True Reply…

A web-based dashboard allows you to launch, manage, and analyze your voice applications in real-time. The dashboard is your command and control center for all your voice apps empowering you to manage every aspect of your voice app. Modify your voice app content, your sonic branding, and in-depth voice app logic with just a few clicks, instantly, and in real-time.

True Reply has built-in military-grade security at every level of the platform - encrypted data storage, multi-level permissions-based access for your team, and a secure web-based interface. With True Reply, your voice applications and management experience is compliant with all major regulatory requirements in GDPR, COPPA, CCPA, and HIPAA.

Leverage your own sonic branding and professional recordings or allow True Reply Experience Specialists to give your voice apps the personalized, branded touch your business and brand require. True Reply empowers you to truly customize your voice app experience at every level - not just with how it sounds. Build out complex experiences using features like branching, response validation, and dynamic response scoring.

Real-time Insights

A brands voice application will be a powerful, valuable, and flexible asset. Essential to tapping into and leveraging this valuable assist is real-time data. Real-time insights into your voice apps usage and participant data is an essential and extremely powerful feature to plan for from day one. With real-time insights, you can better manage your users' experiences and make more accurate decisions that drive your consumer understanding and brand growth.

How will you organize your voice data?

This largely depends on several variables. If you are planning for multiple apps, your data scheme must support accurate and reliable data segmentation so you properly access the data you need when you need it. Your data storage design should allow for dynamic querying that makes extraction of relevant and actionable data easy and accessible

How will you access your data insights?

Having a flexible and accessible reporting engine that enables the kinds of insights you are seeking to extract is vitally important. You should also plan on designing and developing the necessary facilities to export your voice data to bring it together with the rest of your operational insights and complete a holistic view.
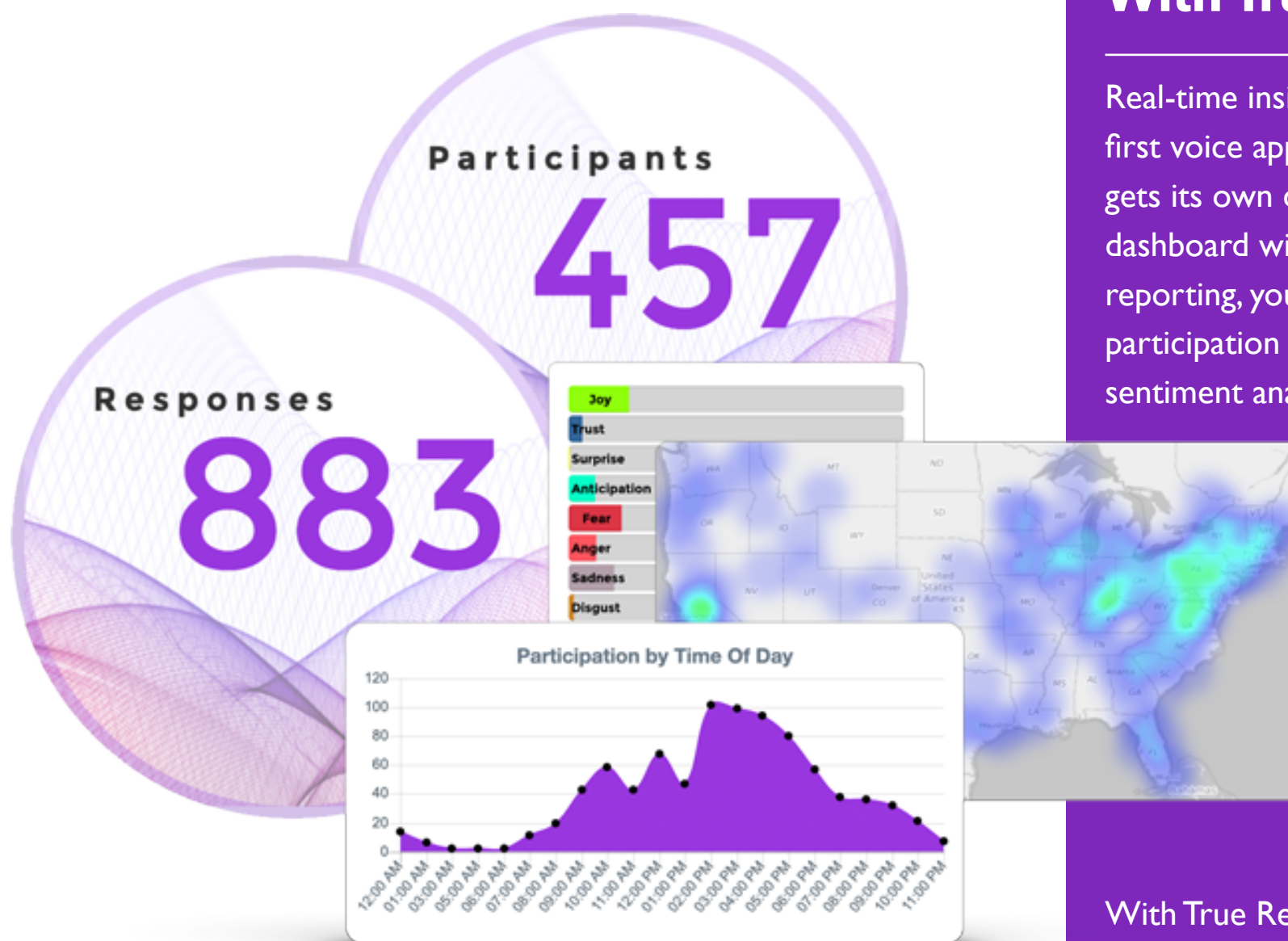
With True Reply...

Real-time insights available from the minute you get your first voice app engagement. Each of your voice applications gets its own dedicated real-time control center and dashboard with real-time insights. Via your voice app reporting, you have access to dynamic insights that include participation data, geographic analysis, content analysis, and sentiment analysis - all at your fingertips.

Gain both broad and deep insight into your participants, getting down to the finest details provided in the collected data. Each participant that engages with your voice app helps build your own database of response data that grows in value with each engagement. Your full database is accessible via your dashboard in real-time.

With True Reply, easily export your data to your favorite tools using either .CSV file format, using workflow automation like Zapier, or via a private API that can be used to integrate your voice app data directly into your own platform and preferred business tools.

TRUE REPLY
enterprise voice solutions for teams

Integrates With Your Tools

Your voice app must integrate with the rest of your business technology stack if it's to become the valuable business asset it can be. Integration points between your voice app and your key business tools create flexibility and accessibility that helps maximize the value of the whole.

smartinsights.com[2]

"True Reply provides real-time intelligence from our existing media assets, optimizing our production process and increasing the value to our sponsors" - Paul Beck, CMO+Co-Founder, Storybooth

How will your voice application support integration?

An essential part of your voice app engineering is that it must allow for *direct, and secure integration of your voice data* into the rest of your MarTech stack. Whether this integration is done natively, with voice data writing to your central databases or via some form of push and pull mechanism to migrate data, it's vital to plan on how you will bring voice data into the fold.

What else should integration support provide for?

Beyond the data needs of integration, your voice apps' ability to support updates easily and quickly is extremely valuable for the long-term relevance and iterative improvement of the voice app experience.

With True Reply...

Multiple levels of secure integrations options support nearly any business technology stack.

Access the private API to create deep integrations with your native technology. Push new voice applications and application updates or Pull in live real-time data from your voice application.

Use simple webhooks framework to create dynamic engagements that work directly with your business systems and data. Give consumers a truly personalized and dynamic experience that doesn't just carry your personal brand but delivers proprietary data that is 100% secure.

Export your voice application data as a CSV data file, or in real-time via Zapier, for import into your spreadsheets and more.

Leverage True Reply with Zapier and add a voice interface to your more than 2,000 favorite applications with zero engineering.

Glossary of terms

Voice Apps - like the million of apps available for your smart phone, most every voice assistant today supports voice apps. Voice apps on Amazon Alexa are called *Alexa Skills*, apps on Google Assistant are called *Google Actions*, and apps on Samsung Bixby are called *Capsules*. True Reply supports any voice assistant which supports *conversations*. Conversations are the voice assistants ability to play messages and collect responses with built in advanced AI supporting speech recognition and custom natural language understanding interfaces.

Sonic Branding - "the art and science surrounding the strategic development and deployment of the consistent, authentic sound experience of a brand." *| Audrey Arbeeny, AudioBrain* If your brand could talk, how would it sound?

GDPR - **G**eneral **D**ata **P**rotection **R**egulation is a regulation in EU law on data protection and privacy in the European Union and the European Economic Area. It also addresses the transfer of personal data outside the EU and EEA areas.

COPPA - **C**hildrens **O**nline **P**rivacy **P**rotection **A**ct rule imposes certain requirements on operators of websites or online services directed to children under 13 years of age, and on operators of other websites or online services that have actual knowledge that they are collecting personal information online from a child under 13 years of age.

CCPA - **C**alifornia **C**onsumer **P**rivacy **A**ct is a state statute intended to enhance privacy rights and consumer protection for residents of California, United States.

HIPAA - **H**ealth **I**nsurance **P**ortability and **A**ccountability **A**ct of 1996 (HIPAA) required the Secretary of the U.S. Department of Health and Human Services (HHS) to develop regulations protecting the privacy and security of certain health information.

Pull and Push Requests - a term used that defines how third party systems communicate for data transfer. Pull is where a receiving server/service makes a request for data from a hosting server/service. Push is where a hosting server/service automatically sends data to the receiving server/service upon predetermined times or triggers.

REST API - **RE**presentational **S**tate **T**ransfer is a software architectural style that defines a set of constraints to be used for creating web services. *| Wikipedia*

References

[1] Voicebot.ai, Nearly 90 Million U.S. Adults Have Smart Speakers, Adoption Now Exceeds One-Third of Consumers, https://voicebot.ai/2020/04/28/nearly-90-million-u-s-adults-have-smart-speakers-adoption-now-exceeds-one-third-of-consumers/

[2] Smart Insights, Use these Social Media Campaign Tools to run more effective Social Media Campaigns, https://www.smartinsights.com/social-media-marketing/social-media-governance/essential-social-media-campaign-tools/

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Voice App Planning Worksheet

☐ **Amazon Alexa**   ☐ **Google Assistant**   ☐ **Samsung Bixby**

☐ **Telephone**

What are my top 3 Goals for my Voice App?

Welcome Message

What value will my customers get from my Voice App? get

Engagement Message(s)/Question(s)

What is my desired business outcome?

Help Message

How would I describe what my brand sounds like?

Thank You For Participating Message

Implement and launch this voice app plan today at truereply.com/get-started

EXPLORE **TRUE REPLY**
AND GET STARTED TODAY.
truereply.com