



# VOICE COMMERCE

INGENICO LABS, APRIL 2020

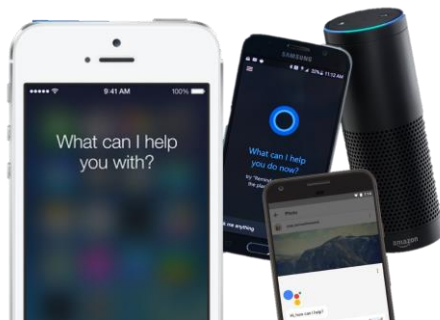
# Voice assistants, a booming ecosystem

**GAFAs are leaders but more and more actors are entering the market**

**Voice is gaining end-users' interest...**

with **20%** of Google mobile search queries were made by voice in 2018, it's estimated to grow to **50%** in 2020

\*Source: <https://www.campaignlive.co.uk/article/just-say-it-future-search-voice-personal-digital-assistants/1392459>



**... pushing merchants to invest in it...**

**47%** of e-commerce decision makers already invested in voice technology and **53%** planned to within the next 5 years

\*Source: Kantar Worldpanel ComTech "An incredible Decade for the Smartphone: What's Next" Feb 28, 2017

**... bringing out new use cases: voice commerce**

**\$2B** already spent in voice commerce in the US and estimated to **\$40B** in 2022

\*Source: OC&C Strategy Consultants Study

# What already exists?

## Voice Commerce



« Ok Google, order me a 4 cheese pizza from PizzaHut »

« Alexa, order me dog food »



### LIMITATIONS OF THE EXISTING ECOSYSTEM



#### Security issue

Simple user identification



#### UX not very user friendly

PIN code to validate the transaction



#### User journey not clear, usage still limited

Ecosystem under construction / Education

*\* In these 2 cases, the merchant does not have 100% control over the payment and relies on the supplier of the voice assistant*

# Our ambition

*A voice experience as secured as a classic transaction*

**Basket creation:** *Simple and clear UX*



Tom wants to cook a recipe for his friends tonight.



Order reminder Tom:  
12 ingredients for \$80.  
Delivered at your place.



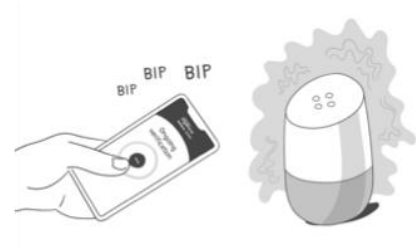
To validate your payment,  
please bring your phone  
closer to me.



**User authentication:** *SCA with ultrasounds technology*



Tom receives a notification



He must bring his phone closer to the Google Home.

And give to merchants the **possibility to manage**  
**the full customer journey**, even the payment

## Our solution

CLICK HERE

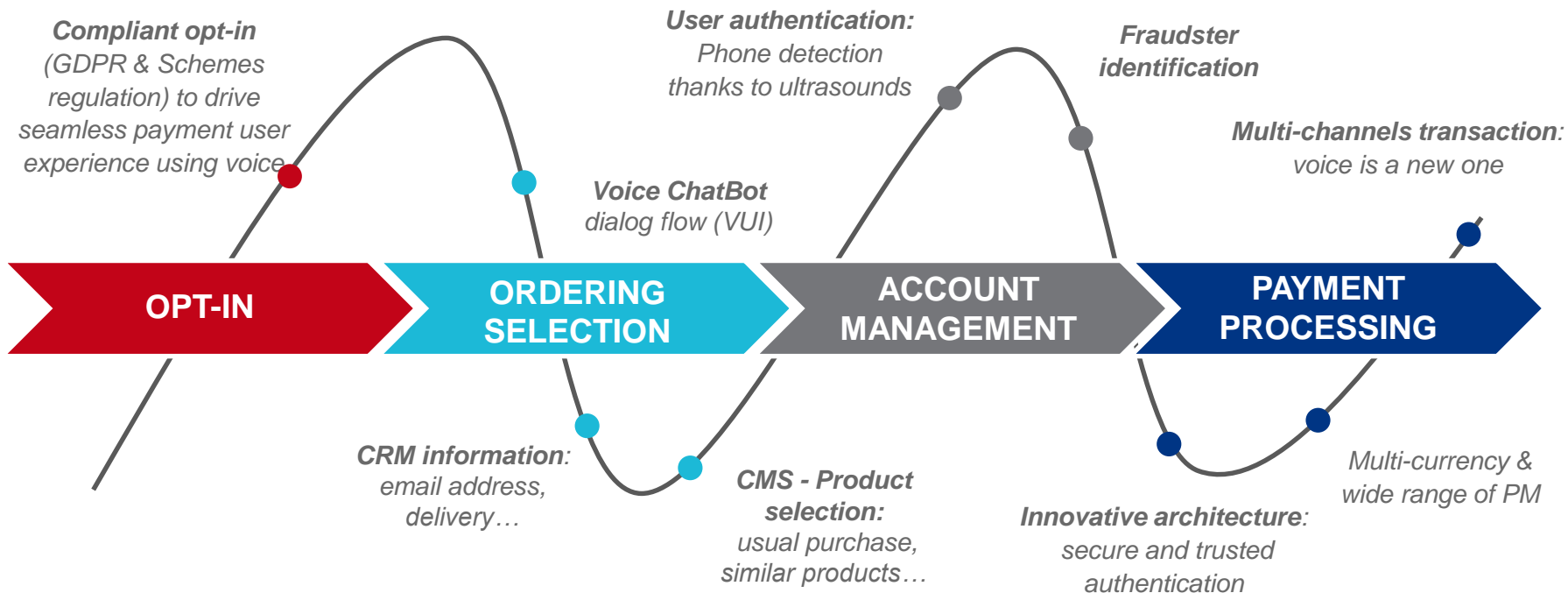


**Fast and frictionless authentication  
with ultrasound technology**



00:40,79

# A solution addressing all the challenges of the customer journey



# For what kind of purchase?

TODAY



# For what kind of purchase?

TOMORROW



THE VISUAL A KEY REINSURANCE !





**THANKS !**