CIO
APPLICATIONS
TOP 10
VOICE
RECOGNITION
SOLUTIONS - 2019

speak2web

Engaging Voice-Enabled Search Box Optimization Using AI

The age of the millennials is upon us, a time when consumers are buying products on an impulse, and are looking for quick, relevant answers to their queries. In most cases, the consumer enters a query for a product they want to see in an online store, and the search result is based on the keywords entered. The resulting search results are a plethora of products from the webpage on a user's portal.

speak2web, a cloud services company offers its clients a voice-activated search engine optimizer called "Simon AI," which engages buyers in conversation to understand what their requirements are and submit appropriate answers on their feeds. The platform is easy to use and allows consumers to have a superior online experience. After successful implementation of the program, the keyword-enabled search box is converted to a conversational one.

In an interview with CIO Applications, Walter Angerer, founder and CEO at speak2web, elaborates on the focus of the company, the integration of their platform, and the future scope of its growth.

Focus of the Company

We are focused on helping businesses of all sizes, addressing voice and AI in the product context as this is where our ability to optimize advanced searches shines the brightest. Voice is the next big thing in AI, and it is going to change our online experience by quite a bit. What do we do? We take a client's online portal and add a voice layer on top of it. The benefits for our clients are: They have a superior experience for their customers. They also get a completely different set of insights; the whole dialogue with Simon AI is being transcribed in

the backend. Because we help customers navigate with a conversational AI, we're able to deliver more than keywords to our customers analytics. Clients will gain priceless insights from full sentences and follow-up dialogs made with engaged customers. We believe it is a game changer.

Integration of the Solution Engine

There are three ways that we offer the product. We provide high end custom solutions via our consulting services. These solutions are built to specification and the client can decide where to host the solution and what AI layers to use. In many cases we provide an easy to adopt SaaS solution to our clients, which we host on their behalf. Using that service, we help clients implementing voice on their own web portal, mobile app with any of the commercially available AI pieces. For less complicated applications, we provide a turnkey hosted solution. In this case, implementation can be as simple as sending the client a questionnaire about certain things we need to know. Depending on the client's requirements, we create a voice-driven mobile app for them that can be white-labeled, or we put it under the umbrella of our mobile app. The dialog will be customized to the client's use case and needs. This way, the dialog can handle questions and conversations relevant to them, complete with the link to all the URLs leading back to the client's webpage. All voice commands and dialogs will take the user straight back to the client's online shop on their webpage. In case of the mobile app, we can accomplish this without touching the client's webpage at all, as we can run everything from the outside. Implementing voice can be as simple as

Walter Angerer, CEO

answering a few questions and we can provision a custom dialog. We then configure the mobile app, white label it, and off it goes. The entire solution is hosted by us. A third option is to use our do-it-yourself plugin. The plugin utilizes our hosted service to voice enable the webpage. The plugin allows the client to customize the response to the preconfigured dialogs. Simply sign up, get an API key and configure the plugin. The solution is running within minutes and the web page will provide voice responsive navigation and dialogs.

The Future of the Company

2019 brings the launch of Simon's Market. This is a second solution designed for small, medium, and local businesses. This solution brings all the benefits of Simon AI for enterprises to businesses that otherwise wouldn't have the technical resources, expertise, or budgets to obtain this type of technology. The market app integrates customer favorite features of directory, offer, and social apps to round out the solution. The participating businesses will also enjoy a suite of marketing automation features. Our vision is to bring an all in one, and future proof, mobile and online marketing platform for these companies.

The primary focus of speak2web is still engaging with larger enterprise customers that are looking at custom solutions. Elastic search technologies are not meeting the needs of the corporations we are speaking to. We've helped solve this and other problems with raw AI technologies we integrate and make more effective with our voice IP. We're looking forward to adding more relevance to our search capabilities by adding knowledge graphs, more datasets to the machine learning AI, insights from social media, and other structured and unstructured data sets. These information assets will further optimize Simon AI's ability to deliver the most straightforward answers or conversational responses. The goal for 2019 is to build out the most advanced and diverse engine possible. The end result will be us enabling any type of business to deliver true digital personal assistant technologies only seen in the likes of science fiction. **CA**