

Voice Commerce as a Powerful E-Commerce Trend

Online shopping continues to gain popularity but it's quite difficult to attract and engage modern demanding customers due to a tough competition. That is why new eCommerce features like chatbots are so essential nowadays. Conversation-based interfaces are created using advanced personal assistants such as Siri, Alexa, Google Now. Meanwhile, NLR (native language recognition) in AI is a necessarily incorporated concept for forward-looking online businesses. Voice commerce makes online shopping even more convenient, faster and easier, so, future indeed belongs to these innovative technologies.

The modern customers prefer voicing their minds, making orders, inquiries or sharing their experience with other people. Receiving immediate product quality reviews, businesses are to react to them promptly. Chatbots and virtual assistants provide improved accessibility level for the customers, so the concept is looking to become quite widespread in the nearest future.

For example, 2017 Walker Sands research showed that about 19% of US customers prefer making voice purchases using a personal assistant like Amazon Home, and additional 33% of Americans plan to master it in 2018. It's a great opportunity for all online retailers that are looking to start their businesses right now.

By the way, Amazon Echo Dot (smart assistant) is the most demanded AI bestseller nowadays. Voice instructions are also extremely popular for GPS navigation apps as most drivers just can't type on the way.

How to Use Voice Commerce for a Successful Online Business?

As voice recognition and voice search become quite accurate, their popularity increases. Currently, Amazon is an ultimate leader of this technical progress. Smart home devices, for example, Apple's Home Pod or Amazon's Echo, that come with voice assistants (Siri or Alexa) help Americans to shop on Amazon. To make a successful online business future-proof using voice commerce features - follow our useful expert tips:

1. Redesign your relevant online search

According to the recent ComScore study, 50% of all searches within the USA will be performed using the fast and convenient voice assistants by 2020. For expressive, fervent, busy customers - Natural Language Processing (NLP) which includes contextual phrasing is essential. To get better online search results, online businesses master machine learning and engage customers using advanced NLP and AI technologies, as well as unified eCommerce solutions like Klevu, Reflektion, and Inbenta. It involves relevant drive-rich target audience engagement by conversational and redefined online searching.

Marketplaces (for example, eBay) and other eCommerce companies already use AI and machine learning to get accurate search results. For example, Altitude Sports increased its revenues by 50% thanks to the innovative search bar, streamlining it with AI technology and cooperating with SearchSpring which is a popular provider of search technologies.

Therefore, voice-based, relevant searches and not the keyword-focused texts are really essential for online businesses.

2. Follow leading world SEO practices

Retailers are to provide the most detailed, relevant product or service information, in order to attract multiple potential customers. Additionally, schema identifies tags and content words delivering seamless, accurate voice search results. Your sitemap is to be revised so that it's convenient for search bots to find your company and list it within the top search results.

Meanwhile, according to the recent research, natural native languages are used within the respective localities 3 times more often than the foreign ones. So, it's necessary to optimize an online store according to local voice commerce and SEO requirements.

3. Add natural native language to the site content

Including free human language in your website's content is extremely efficient. Long-tail keywords are common for voice searches. So, make your eCommerce apps voice-friendly, focusing on natural human language. Consider the timely addition of a FAQ page based on natural phrases and words people commonly use while talking.

Voice commerce is developing rapidly, becoming more popular and widespread. Do you have what it takes to meet the competition?