



How Voice Command Revolutionized the Shopper Experience at Verizon Stores

Challenge

Verizon Wireless is investing heavily to deliver a differentiated, compelling 5G offering to consumers. In order to position the brand as a leader in the entertainment space, Verizon wanted to showcase the amazing content and devices available. In addition, the goal was to highlight the exceptional experience customers get when combining great streaming services with America's most reliable network.

But an offering as compelling as Verizon 5G needed a retail introduction that would be equally compelling – one that would highlight Verizon's technological superiority and ease of use.

In today's retail environment, customers expect more than passive video for in store digital experiences. They expect to access the information they want, just like they can when shopping online. And the experience customers increasingly prefer is through voice command. In fact, a recent study by PwC showed 71% of respondents would rather search for something by voice than by typing. This same PwC study found 90% of respondents were familiar with voice-enabled products and 72% had used them.

Worth noting, adoption of voice interaction is being driven by younger consumers, households with children, and households with an income greater than \$100,000 per

year – segments that align well with the target audience for Verizon's 5G offering. Moreover, the study notes, consumers see voice assistants as the smarter, faster, and easier way to perform everyday activities. Implementing a voice experience to launch the 5G offering would be the ideal approach. Not only would a voice directed experience highlight the value of the 5G offering, it would convey that Verizon is leading the technology evolution and easy to use/work with.

verizon[✓]
"5G Built Right."



Solution

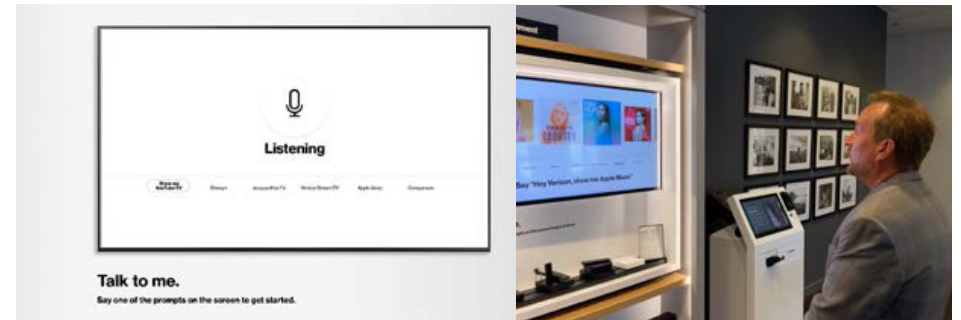
Verizon executives first reviewed a prototype of a voice guided experience in July of 2019. This approach promised the ability to leverage the existing BrightSign media players being deployed by Verizon and support a brand specific wake phrase, in this case “Hey Verizon”. Executives recognized the value this would bring to the new 5G experiences and quickly decided to deploy. However, this was only a prototype and not yet commercially available and Verizon would need to deploy more than 1,000 locations by early October to align with their product launch plans.

Creative Realities and BrightSign have partnered for years to deliver scalable, customized interactive experiences for Verizon and other major brands that operate on the ReflectView platform. While there are often technical challenges in launching new, innovative experiences, the close working relationship of the three companies gave the Verizon team confidence the project would succeed, in particular within a compressed timeline.



STUDIES NOTE

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In addition to the screen, media player and software, the experience leverages a ReSpeaker Mic Array connected to the USB port on the BrightSign player. The unit is a far field mic array capable of detecting voices up to 5m away even with the presence of background noise. The mic array is small enough to be housed inconspicuously next to the display, while still being able to detect the direction of sound sources and focus only on sounds coming from the target direction, thereby ignoring chatter and background noise.

These experiences help customers explore the Verizon 5G Entertainment or the 5G home offering. Interaction is initiated with the brand specific wake-up command, “Hey Verizon.” For example, the entertainment experience allows customers to learn more about Verizon entertainment options such as Disney+ and YouTube TV. The attract loop prompts visitors to activate the voice experience by speaking “Hey Verizon, show me ...” followed by whichever entertainment option they wish to explore. Customers can also say things like, “Hey Verizon, show me a comparison”, which will present all the options on a table highlighting key differences.

The project was deployed on schedule and there are now approximately 1,400 experiences featuring Verizon’s 5G Entertainment offering and another 100 highlighting the Verizon 5G Home offering.

Results

This project easily achieved the intended objectives of featuring the recently launched 5G Home and 5G Entertainment offerings with a differentiated, brand-specific voice experience.

Stores have reported positive reactions from customers using the experience and Verizon exceeded its sales objectives for entertainment products.