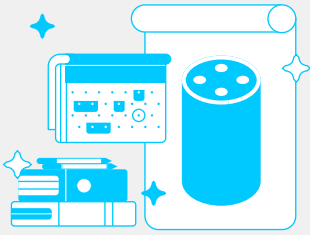


Starting Your Voice Journey



Introduction



Defining opportunities, solutions and an actionable plan for a best-class voice experience

Voice is becoming ubiquitous. Customers are interacting with voice throughout their lives, and it is becoming a transformational way for brands to reach and engage their customers. Custom Alexa skills and voice experiences offer a unique opportunity to create rich, engaging and immersive experiences... but how do we get started?

Before you can design, build and market a voice experience, it all starts with a ***strong foundational strategy***. In this Spotlight, we'll provide a framework to help educate, inspire and align on compelling voice opportunities for your clients.

In this Spotlight, you will learn how to:

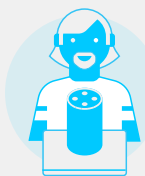
- ✓ **Inspire & Educate** Your Clients on the Value of Voice
- ✓ **Align** on Voice Opportunities
- ✓ **Plan Your Activation** for a Voice Experience

Step 1:

Inspire & Educate on the Value of Voice

Inspire and educate your clients on the voice landscape and why it is important for their business and customers today. Make sure you have decision-makers in the room and consider including executive leaders from Brand, Marketing & Advertising, Product, Innovation, Customer Service and Technology teams.

Here are some examples of what you might want to include in your presentation:



WHY VOICE AND WHY NOW?

How is it changing the way consumers interact with technology and why does it matter?



VISION OF VOICE & FUTURE TRENDS

How will this medium will continue to rapidly grow over the next few years?



STANDOUT EXAMPLES

Share compelling brand examples in your category or category-adjacent



HOW IS VOICE RELEVANT

How is voice relevant for your clients/prospects and their brand's customer journey today?

Step 2:

Align on Voice Opportunities

A **Voice Strategy Workshop** can help your client and teams rapidly identify compelling and valuable use cases for a voice experience and result in a complete voice brief that ties together business/consumer goals, voice strategy, high-level requirements, timing and budget.

Preparing for the Voice Strategy Workshop



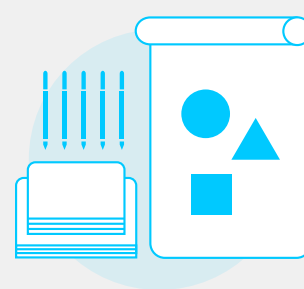
PLAN ATTENDEES & ROLES

- Consider attendees from Executive Leadership, Strategy & Planning, Consumer Insights, Brand Marketing Managers, IT/Engineering and Digital Innovation disciplines
- Establish and assign roles in advance, e.g., workshop facilitator, note-taker, brand representative, innovation representative, decision-makers, etc.



DO YOUR HOMEWORK

- Good outputs require good inputs. We suggest assembling the material below to help gain a shared fact base and fuel the workshop:
- Business/Brand goals and objectives
 - Consumer insights (consumer journey, segmentation, etc)
 - Marketing roadmap of digital initiatives
 - Voice landscape & insights overview
 - Go-to-Market opportunities



GATHER SUPPLIES

We suggest bringing the following supplies to a workshop to encourage participation and aid in organization:

- Sticky notes
- Poster-sized paper
- Whiteboard
- Printouts of the brand's customer journey
- Parking lot for future meetings/discussions

Recommended Workshop Agenda

The following is a recommended structure for hosting a **Voice Strategy Workshop**. Depending on your audience and materials, you can structure this Workshop to be anywhere from one day to more if needed – feel free to customize to make it work for you.

1 VOICE 101 - REFRESHER

If you have different attendees from your education sessions, kick-off your workshop with a brief overview of the voice landscape and why it's important for their business and customers today. For example, you might cover:

- Why Voice and why now?
- Vision of Voice & future trends
- Standout Voice experience examples
- How is Voice relevant for your business today?

3 IDEATE

Brainstorm use cases on how voice can solve for consumer needs identified earlier.

- List out the defined strategic opportunities on a whiteboard or poster paper
- For each strategic opportunity, participants (individuals or teams, depending on number of participants) write up: unmet consumer need, proposed voice experience use case, value to consumer, value to business, high-level features and user experience requirements
- Review and cluster use cases with common themes
- Prioritize use cases based on consumer needs, what will competitively differentiate the brand, what will drive the biggest impact for the business, brand, and feasibility, etc.
- Workshop what the ideal go-to-market strategy should be

2 DEFINE

Identify business priorities and customer pain points to solve. For example, you might:

- Review business goals and objectives (near-term and long-term)
- Review consumer segmentation and prioritized focus for growth
- Review consumer journey and identify pain-points or unmet needs
- Based on business goals and consumer needs, identify two to three strategic opportunities that your brand can uniquely solve with a voice experience

4 WRAP-UP & NEXT STEPS

Leave the workshop with a clear action plan and assign owners.

- Recap core opportunities and high-level requirements to further explore
- Discuss key timing and milestone priorities
- Discuss budget planning process and next steps for SOW
- Designate an owner to be in charge of this initiative and set follow-up meeting

Step 3:

Plan & Activate

Develop a brief for the lead voice experience use case(s) and create an action plan for next steps.



ROADMAP

Document a roadmap of near-term and long-term opportunities



PROJECT BRIEF

Write your project brief for prioritized initiative(s)



SOW

Align on SOWs for activation(s)



ALEXA AGENCY CURRICULUM

Reference the Alexa Agency Curriculum for additional guidance around the skill design, skill development and go-to-market process and best-practices