

IT Pro Today, U.S.: What Latest Alexa-Powered Devices Mean for the Enterprise



“Even more pressure is now on enterprises, particularly those selling to and supporting consumers, to evolve their customer experience and brand differentiation strategies for these voice-enabled interfaces,” said **Matt Smith**, conversational AI practice leader.

Excerpts from IT Pro Today’s article:

“Late in September, Amazon announced a wide range of new products powered by its increasingly ubiquitous Alexa voice-powered digital assistant. The announcement — which featured everything from Alexa-powered glasses to ear buds that will directly compete with Apple’s AirPods — was focused on the home space, where the company clearly hopes to further encroach.



However, Amazon’s Alexa products and services also set the stage for further moves into the enterprise space, where it and other voice-powered digital solutions using natural language processing could represent shifts in both operations within the enterprise and how businesses communicate with their customers.

A ‘halo effect’ is possible, Smith said, between the outside consumer world and the traditional business environment, where conversational AI solutions like Alexa for Business will impact how we use and engage with workplace technology. There are already examples of this, he said, pointing to the use of voice-enabled technology to request data reports and analysis or to look up information, create and send messages, draft and share meeting notes, and manage daily work tasks like time reporting and meeting scheduling.”

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