

# VOICE APPS and HIGHER ED

## 2022 OHO U Online Conference

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Tim O'Keeffe, *Sr. Director of Marketing and Analytics, Hamilton College*

**Voicify** 

Hamilton

# Why Voice?

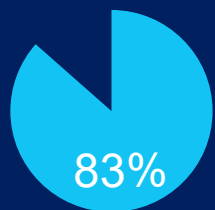
The adoption of voice continues to experience explosive growth, providing organizations with a natural, always online means to connect through 26 billion smart devices.

- 71% of us prefer voice over typing
- 40% of us use voice in commerce
- 75% of U.S. households expected to own 1 smart speaker

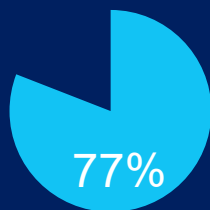


# Poll Question!

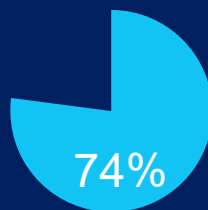
# How Voice Assistants Drive Value in Organizations



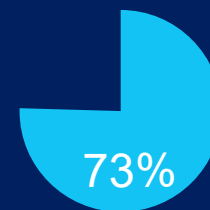
Convenience and speed



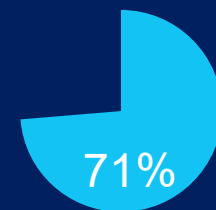
Improve Customer support



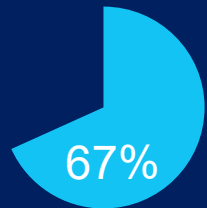
Control brand Identity and UX



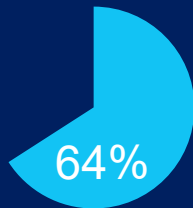
Operational efficiencies



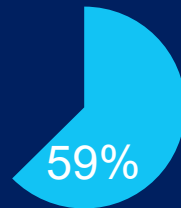
Increase Loyalty



Stay competitive



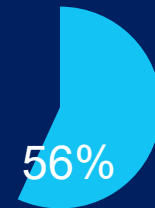
Hygiene And safety



Ecommerce/ Shopping



Cost Savings

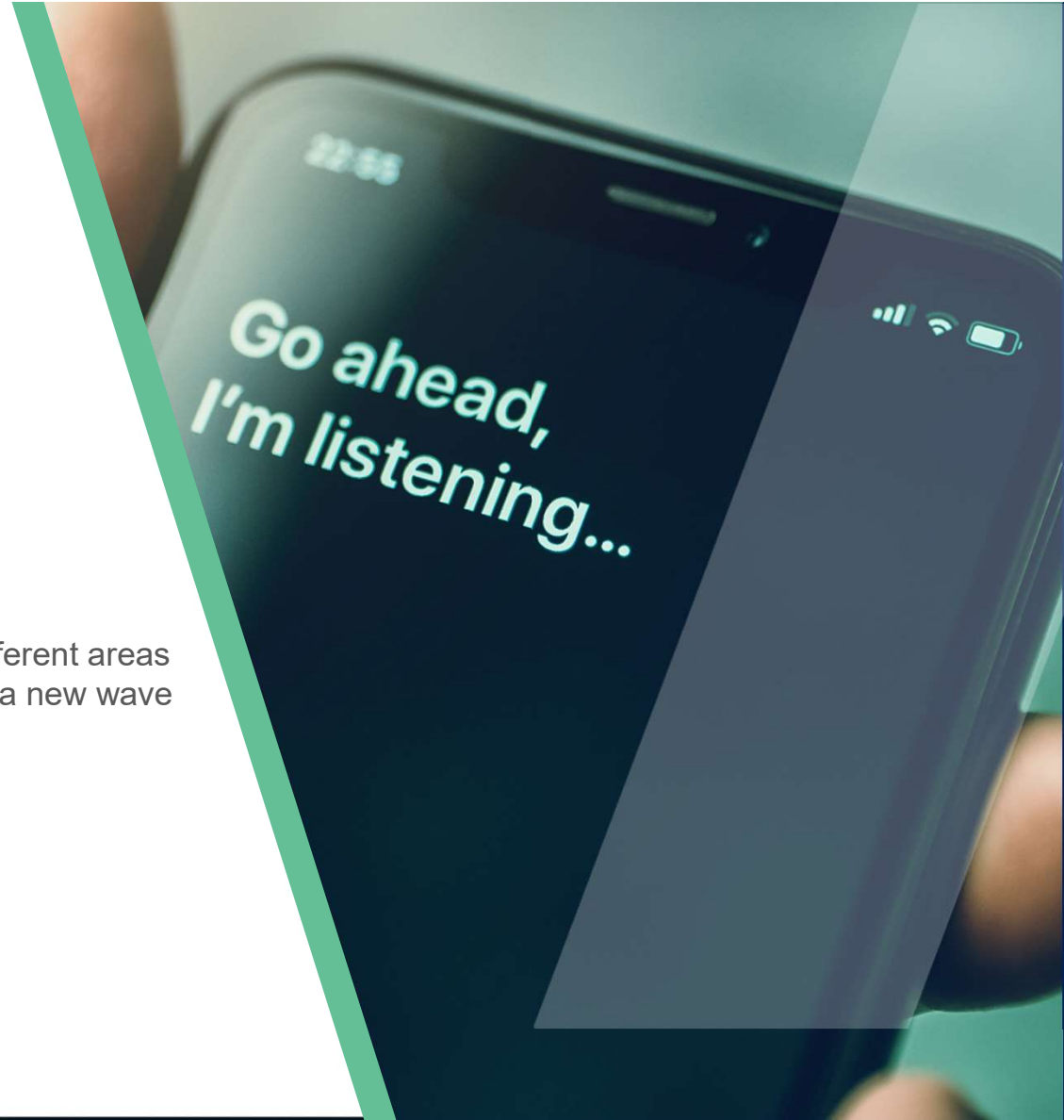


Revenue Generation

# Why Now?

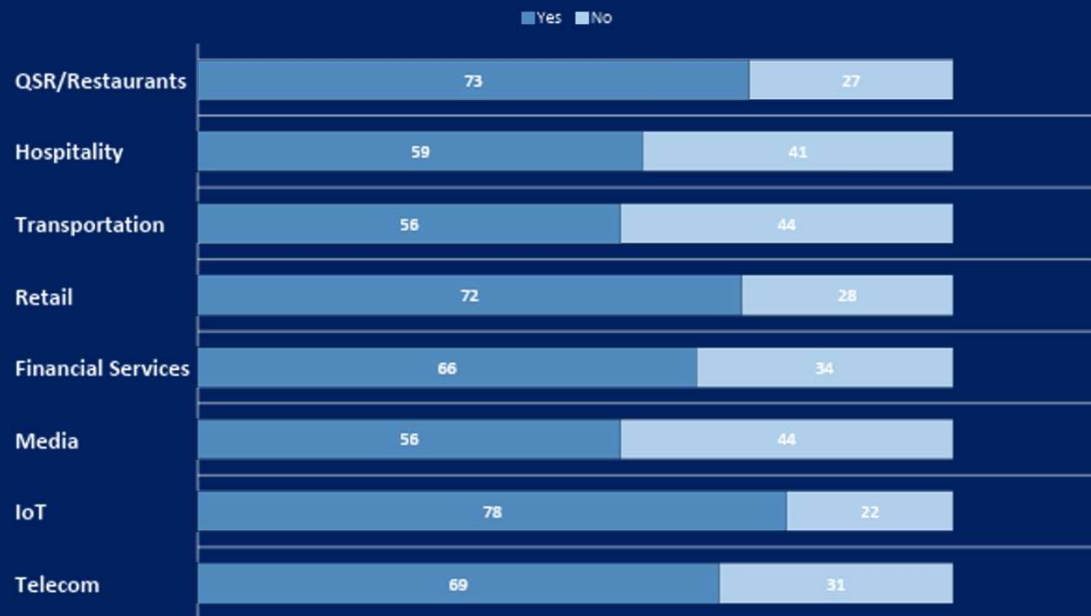
First mover advantages continue to exist in many different areas of opportunity and use cases for voice have entered a new wave of deepening complexity.

- 3.25 Billion voice assistants used worldwide
- 500% YOY Screen-based device growth
- \$80B in voice commerce by 2023



# Poll Question No. 2!

# Voice Adoption in Other Verticals





What About

# Higher Ed?

- On Campus Support
- Alumni Engagement and Donations
- Study Guides and Lecture Access
- New student Orientation
- Marketing to Prospective Students



## Slide 9

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1

can we add: Marketing to Prospective Students and perhaps highlight that in some way?

that's our entire focus at hamilton right now and i don't want it to appear like we're not in sync.

alumni engagement and donations is our target for a version 2.0.

Timothy O'Keeffe, 5/19/2022

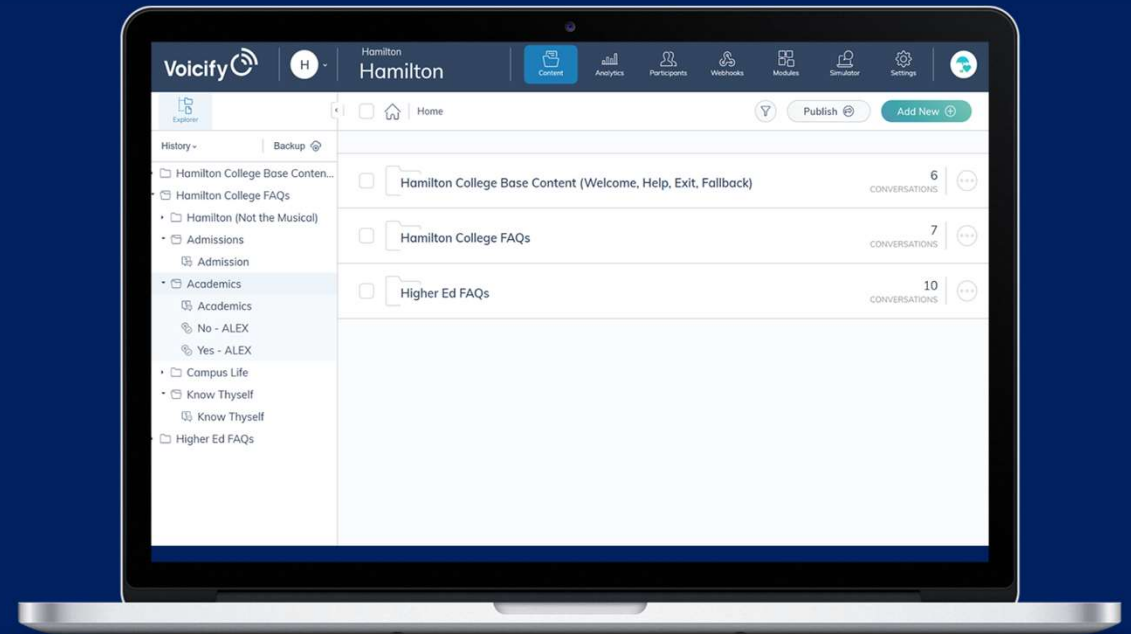


# Conversation Experience Platform

Quickly and easily build, deploy, and optimize voice assistants with an intuitive, web-based interface designed for business users.

“It’s never been easier to create and manage conversations than with Voicify. Development cycles on the We Connect ID. App are 3x faster than our previous approach.”

Sanket Shinde  
Voice AI Solutions Architect  
Volkswagen



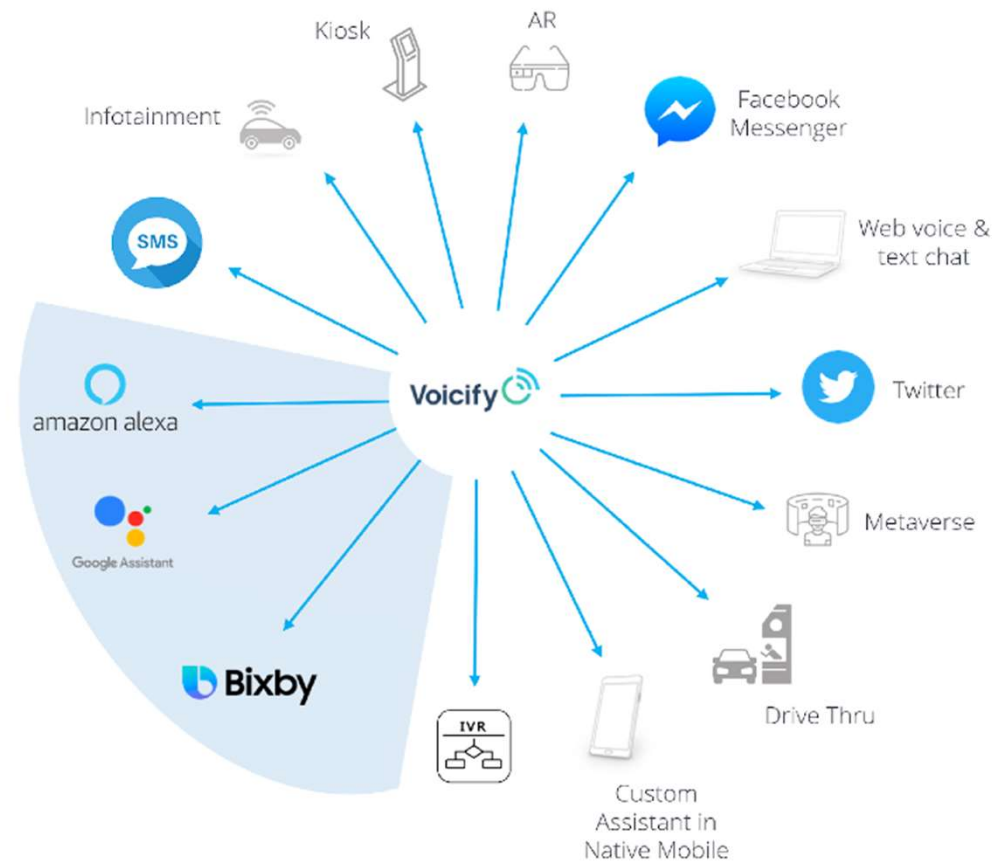
# Voicify allows you to create once, deploy everywhere

Voicify offers convenient, 1-click publishing and updates across web, mobile, and billions of smart devices.

This feature makes managing the deployment and distribution of voice assistants both easy and efficient.



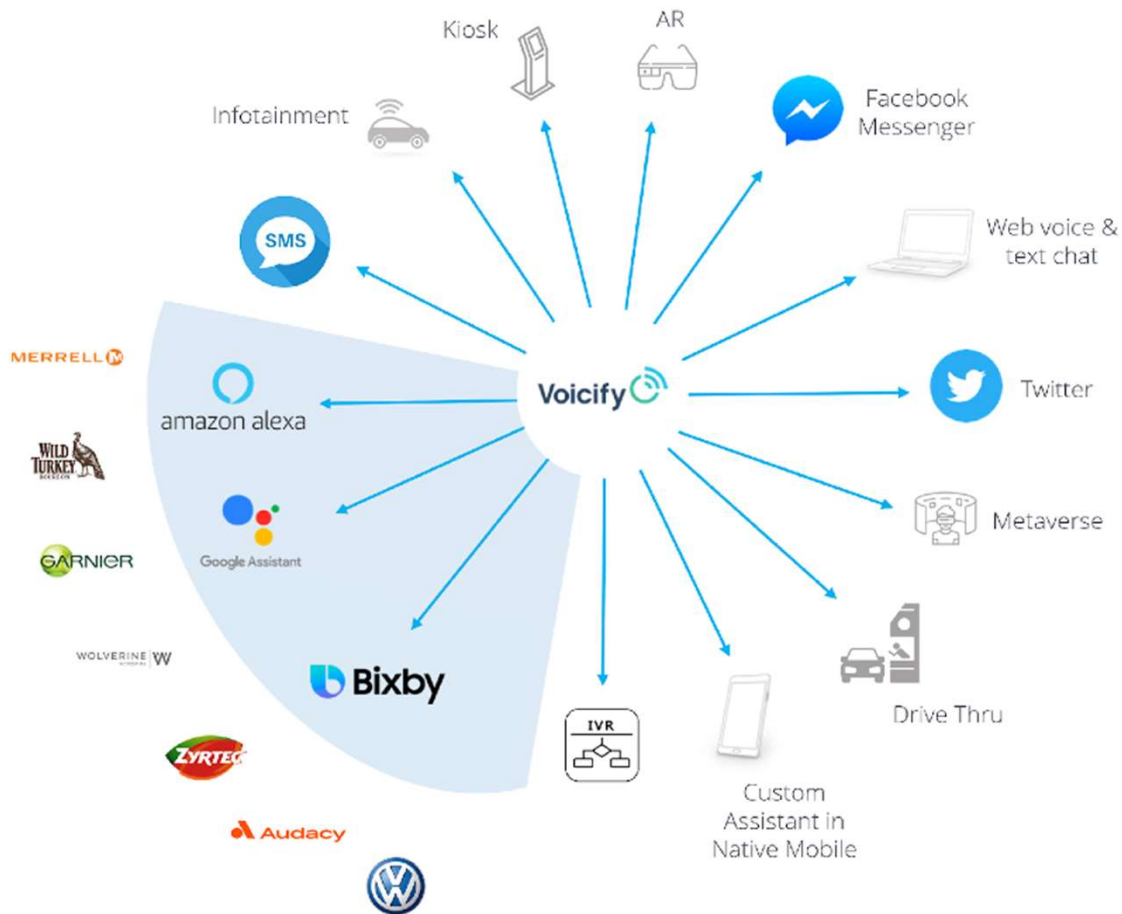
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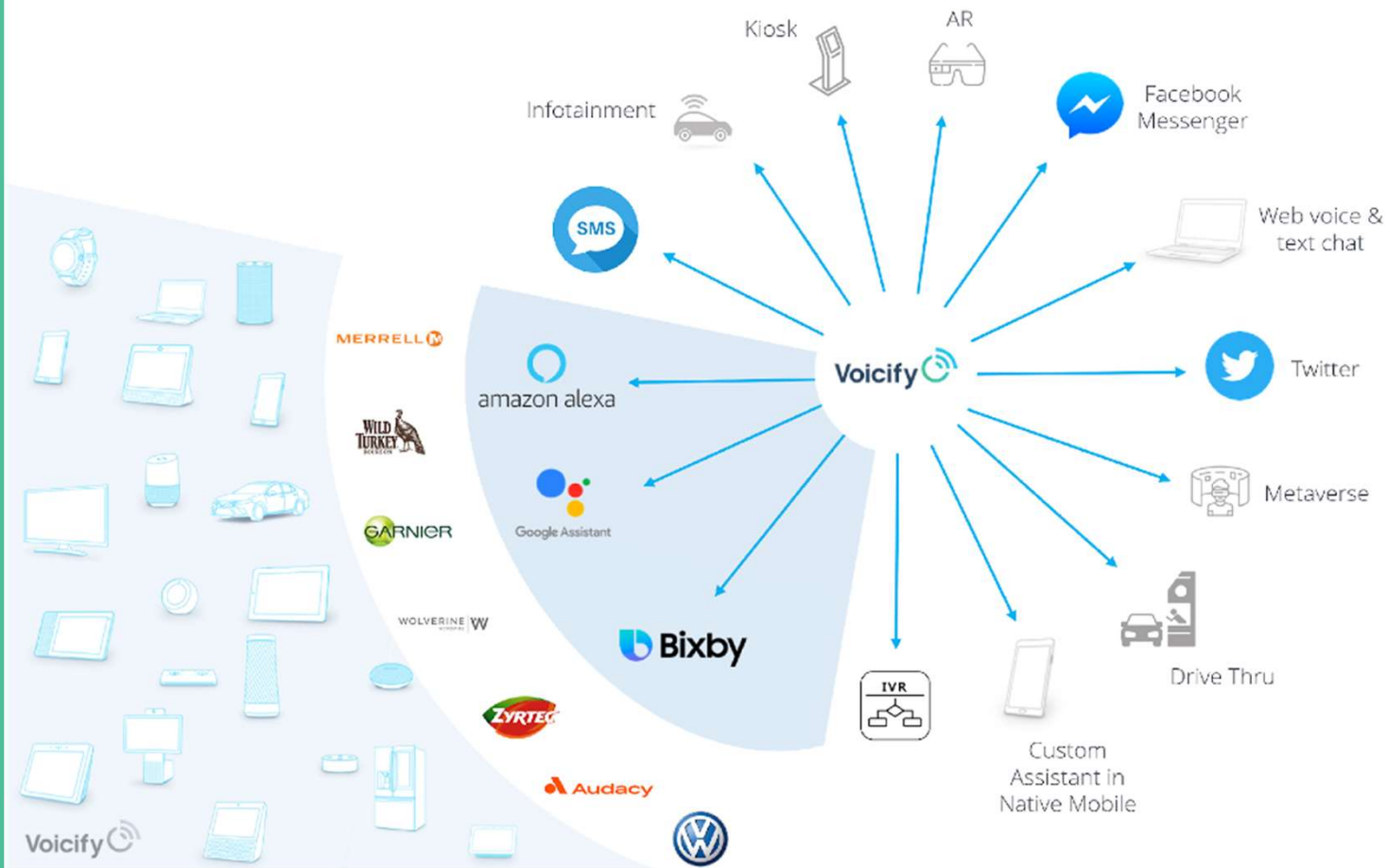
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# Why Voice Apps for Hamilton?





# Changing World We Live In

Already, two-thirds of U.S. adults and three-fourths of kids under 18 play video games weekly, according to the Entertainment Software Association.

These days, teens are as likely to hang out on Discord or Xbox Live playing video games together as they are to interact on Instagram or Snapchat.

Washington Post, 1/18/22: <https://wapo.st/3LLJoIm>

# Shifting Gears

- Use Google search and display ads for broad awareness
- Use digital ad geofencing to attract high school male specific services
- Use Merit home-towners in same geographic regions
- **AND, for all the reasons Nick pointed out earlier: Voice Apps**



# TALK WITH HAMILTON COLLEGE!

*Alexa,  
Enable  
Hamilton  
College*

*or*

*Hey  
Google,  
Talk to  
Hamilton  
College*



# Voicify Use Case

Our current website and the redesigned site that is in progress are geared toward prospective students and their parents. We've all agreed that is our primary audience, as we can tell from Google Analytics that 70 percent of our website traffic is under age 18.

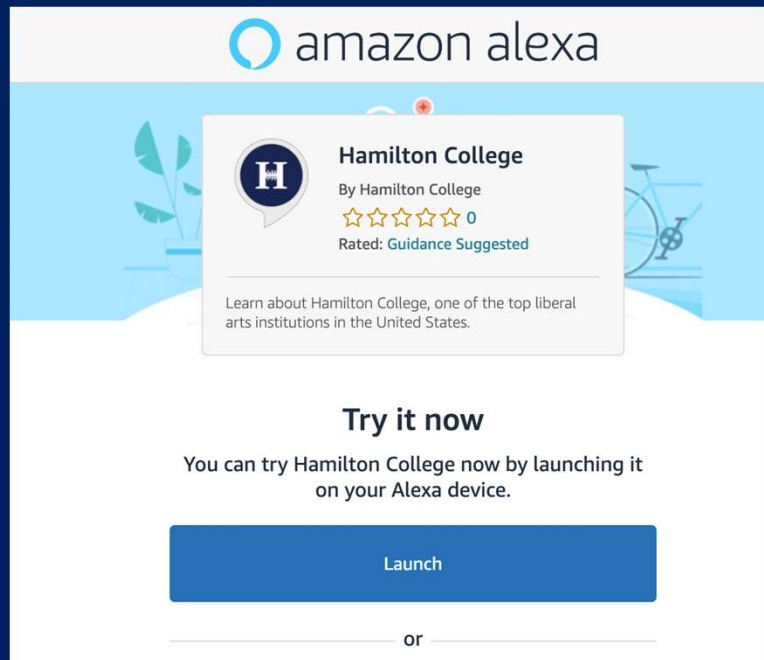
It feels like for our Voicify Version 1.0, we'd want to welcome this group and ultimately move them through to our admission site, with the ultimate conversion being:

- Requesting More Information
- Signing up to Visit Campus
- Applying to Hamilton

# What You Need To Do

- Confirm or establish Developer Accounts
- Beg, borrow, or steal devices for testing
- Develop scripts that reinforce your brand messaging
- Capture audio files
- Use Voicify tool to load content

# You've Got Skills



amazon alexa

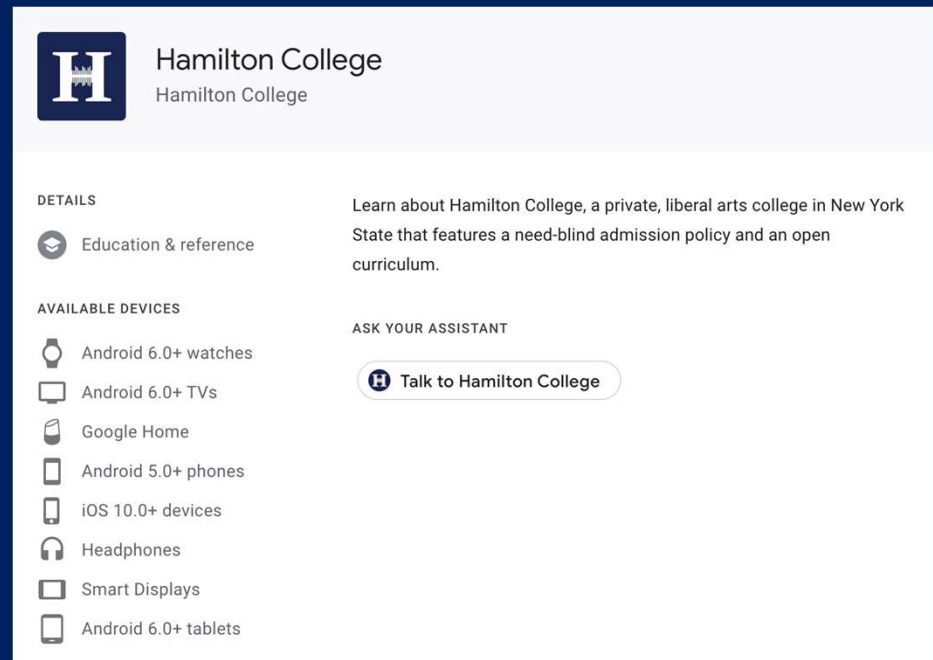
**Hamilton College**  
By Hamilton College  
☆☆☆☆☆ 0  
Rated: Guidance Suggested

Learn about Hamilton College, one of the top liberal arts institutions in the United States.

**Try it now**  
You can try Hamilton College now by launching it on your Alexa device.

Launch

or



**Hamilton College**  
Hamilton College

**DETAILS**

Education & reference

Learn about Hamilton College, a private, liberal arts college in New York State that features a need-blind admission policy and an open curriculum.

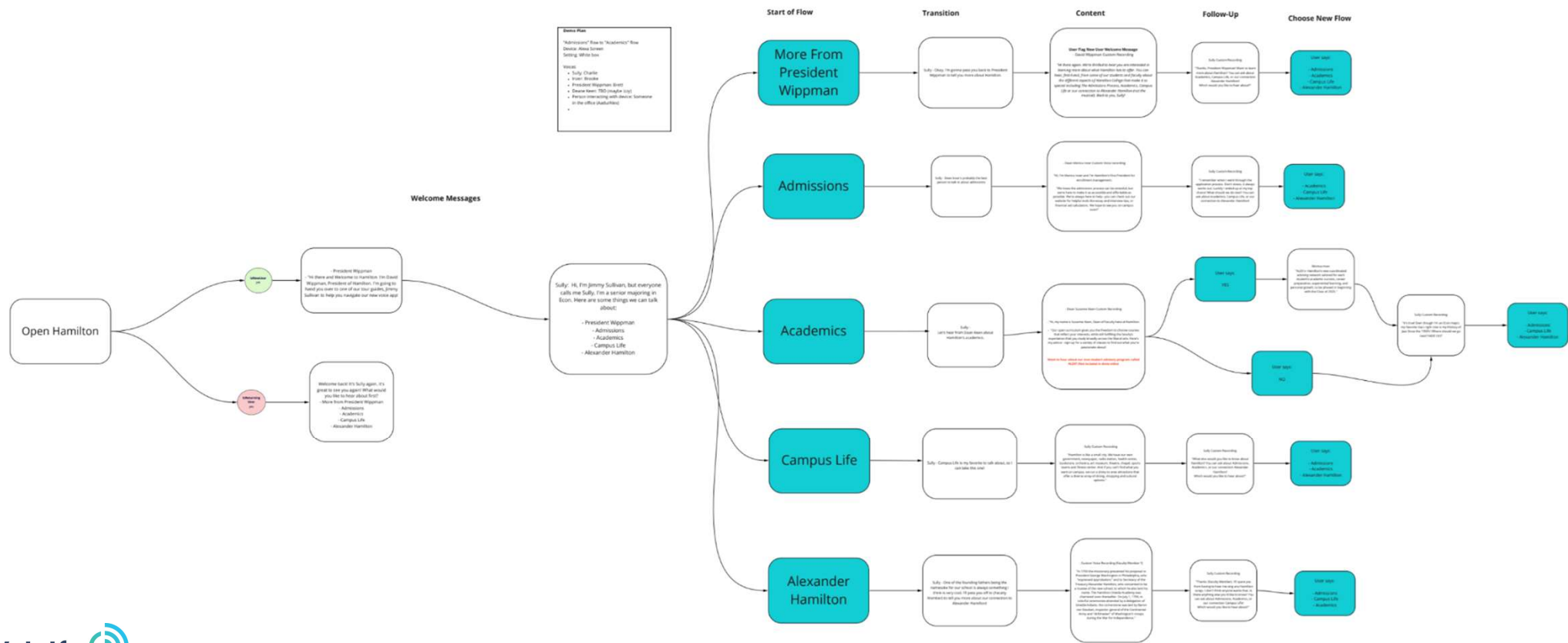
**AVAILABLE DEVICES**

- Android 6.0+ watches
- Android 6.0+ TVs
- Google Home
- Android 5.0+ phones
- iOS 10.0+ devices
- Headphones
- Smart Displays
- Android 6.0+ tablets

**ASK YOUR ASSISTANT**

Talk to Hamilton College

# Go With The Flow



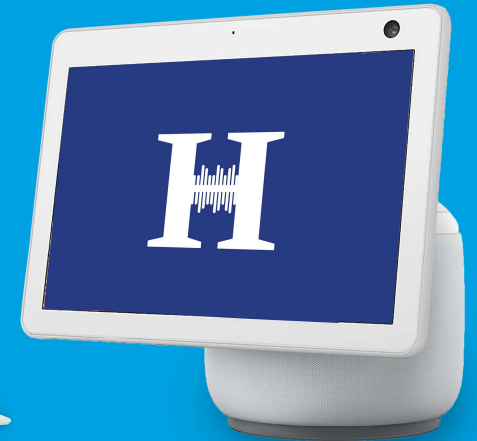
# What You Need To Do

The screenshot shows the Voicify interface for editing a conversation item titled "Campus Life". The breadcrumb navigation is "Home > Hamilton College FAQs > Campus Life". The interface includes a top navigation bar with "Home", "Hamilton College FAQs", and "Campus Life" links, and a "Cont" button. Below the navigation are three buttons: "Save", "Save & Publish", and "Discard Changes". The main content area is titled "Input Options" and includes a note: "Any of the inputs here could trigger this conversation item." There are four input options, each with a "User Says" label and a text input field. The first input is "I'd love to hear about campus life", the second is "Let's hear about campus life", the third is "Let's hear more about campus life", and the fourth is "Campus Life". Each input option has a trash icon and a copy icon.

The screenshot shows the Voicify interface for editing "Response Variations" for a conversation item. The breadcrumb navigation is "Home > Hamilton College FAQs > Campus Life". The interface includes a top navigation bar with "Home", "Hamilton College FAQs", and "Campus Life" links, and a "Cont" button. Below the navigation are three buttons: "Save", "Save & Publish", and "Discard Changes". The main content area is titled "Response Variations" and includes a note: "At least one required \*". There are two response variations, each with a "Device Response" label and a text input field. The first variation is "I love talking about our campus community, so I'm going to take this one. Hamilton is an elite institution but it is in no way elitist. Kids here help each other all the time." and the second is "We have so many housing options, from big residence halls like Dunham to small houses like Woolcott. Eats? Solid food options, including our late-night Diner. We have more than 100 clubs, from sustainability to Ultimate Frisbee to dance, and if you can't find one that you like you can probably create one! Oh, I almost forgot, our athletic teams, club sports, and intramurals are amazing. And if theatre, the arts, choir, or a cappella are more your thing, we have that covered, too." Each response variation has a trash icon and a copy icon. The interface also includes a "Chosen at Random" button and a "Plain SSML" label.



# Take a Listen



Deploy,  
Promote,  
Measure,  
Adjust



# Promote

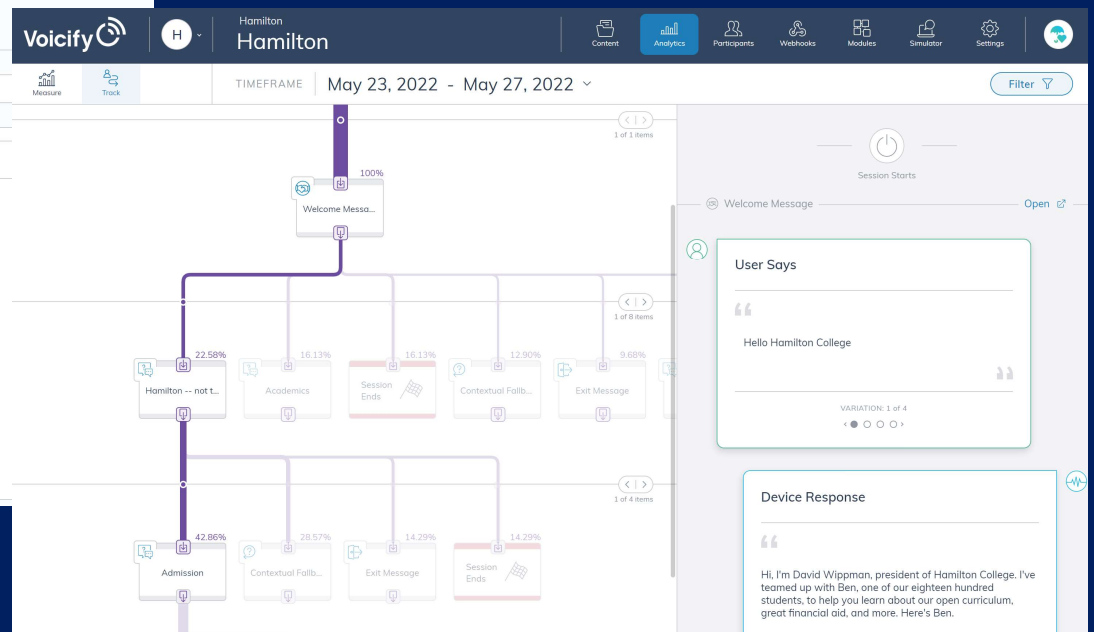
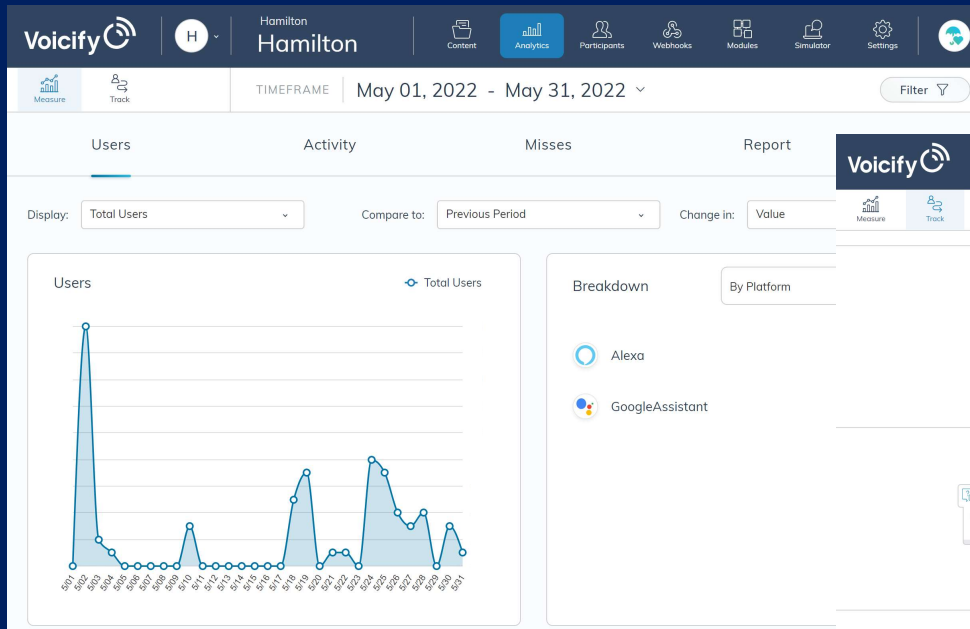


# Rollout Plan

- Admission Office emails
- Instagram, Google, FB ads
- General Twitter announcements
- Instagram Stories



# Analytics on Voicify



**Voicify** 

Hamilton



# Want More?





**Voicify** 

Hamilton