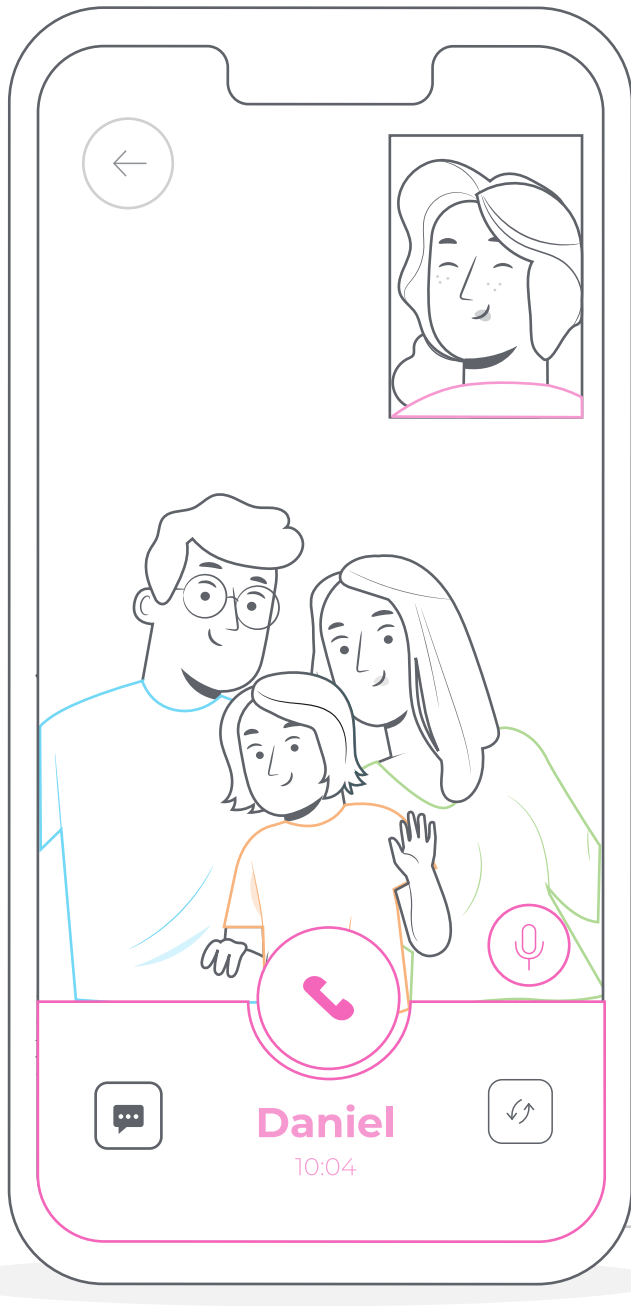


VIDEO CONVERSATIONS

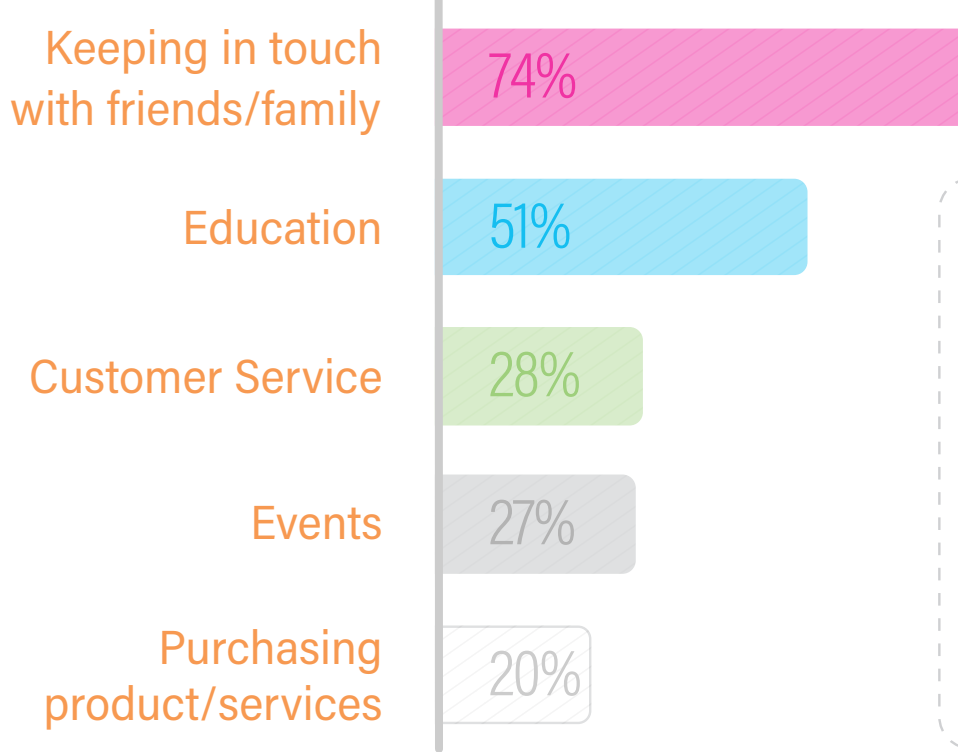
TRENDS, FAILS & WINS

Consumption patterns of video conversations since the onset of COVID-19 across personal and work life, challenges faced during these conversations, and respondents stance on the adoption of artificial intelligence (AI) to drive improvements in user experience

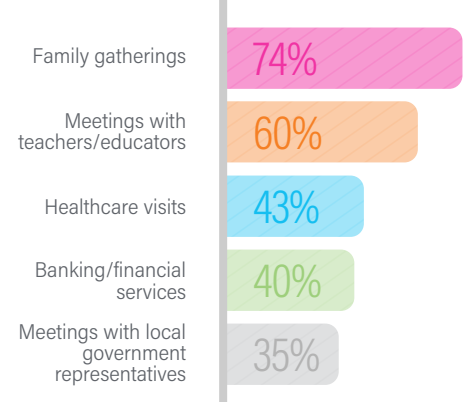


REASONS FOR VIDEO CONVERSATIONS

Since the onset of COVID



In the future



DARK SIDES OF VIDEO CONVERSATIONS

Dislikes



Having to get ready
35%



Seeing oneself on camera
29%



Boredom: Prefer multi-tasking while meeting
29%

Challenges



Hard to feel energized & motivated
33%



Can't tell if others are engaged
31%

Multi-tasking activities



Read social media/online news
39%



House cleaning
37%



Watching YouTube + Streaming
37%



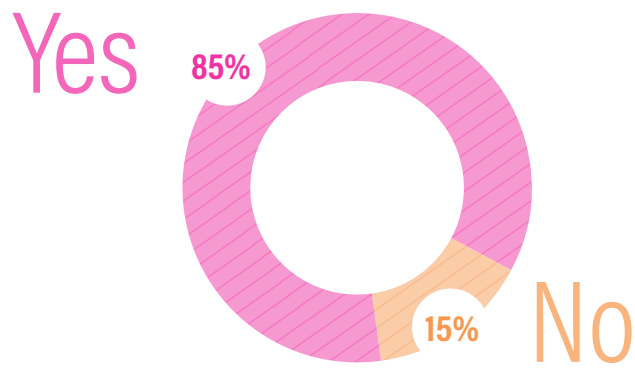
Online shopping
32%



Bathroom visits
31%

AI IN VIDEO CONVERSATIONS

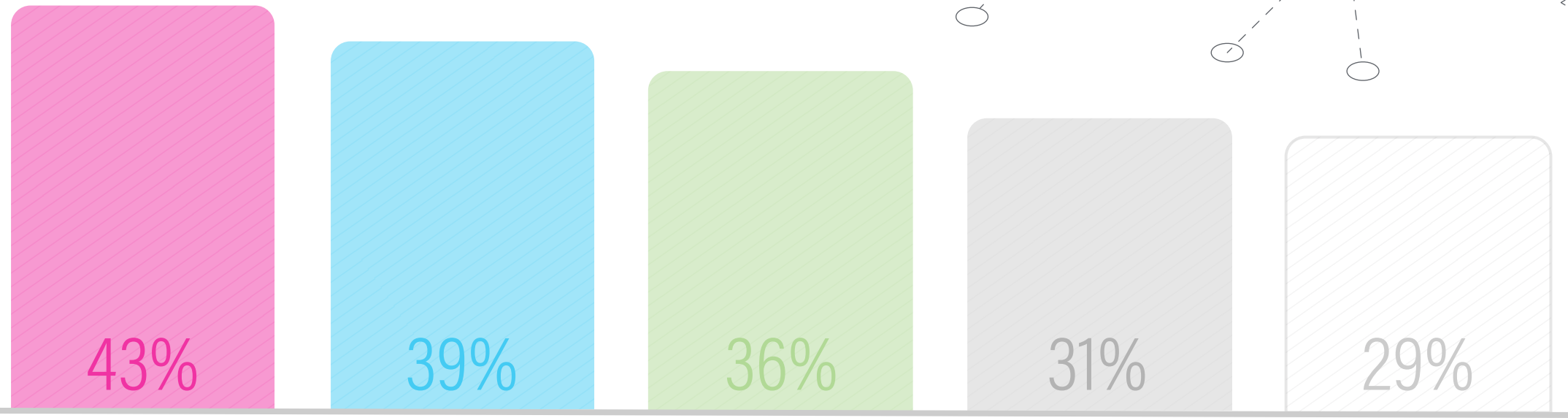
Openness to AI/automation to improve experiences



Feelings about AI analyzing facial expressions

Positive
54%

How AI can help



A survey of 1,000 U.S. and 2100 consumers across Australia, India, Indonesia, Japan, Malaysia, Philippines, Singapore, UAE and Vietnam was completed in June 2021 by Researchscape International, a market research consultancy, and through an online survey platform - Zoho. The survey was administered online and included representation across all age groups between 18 to 65+.

ABOUT UNIPHORE

Uniphore is the global leader in Conversational Automation. The Company's vision is to disrupt an outdated customer service model by bridging the gap between humans and machines using voice, AI and automation to ensure that every voice, on every call, is truly heard. To know more visit: www.uniphore.com

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