



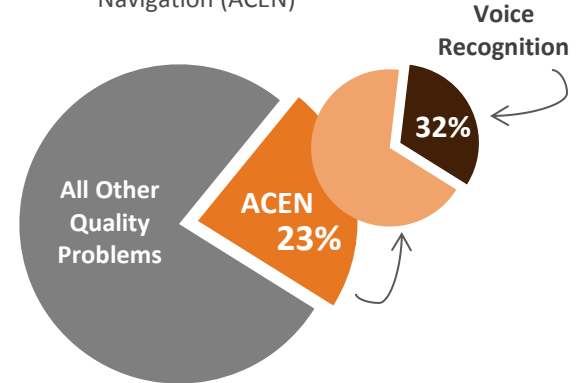
## Voice Recognition: Are You Listening?

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Drivers often have a strong emotional connection to their car. You could almost say it's a personal relationship, with voice recognition technology enabling seemingly "human" contact between driver and machine. The voice recognition feature that comes standard on many new vehicles has become like a person, engendering the notion that we can converse with our vehicle as if it were a sentient being – or, at least that's the theory.

Recent findings of the *J.D. Power 2014 U.S. Initial Quality Study<sup>SM</sup> (IQS)* show that satisfaction increases when voice connectivity operates as intended, as vehicle owners are excited to have a car that understands what they want. However, when driver and machine are out of sync with each other, the relationship quickly becomes dysfunctional.

PERCENT OF VEHICLE QUALITY PROBLEMS  
Audio, Communication, Entertainment,  
Navigation (ACEN)



Source: *J.D. Power 2014 U.S. Initial Quality Study<sup>SM</sup> (IQS)*

## Behind the Numbers

- Despite the best intentions of automakers, the confluence of several different development objectives has led to poor overall results in the real world application of voice recognition technology.
- Nearly one-fourth of all vehicle problems reported in this year's *IQS* involve audio, communication, entertainment and navigation (ACEN) technology. Further, one-third of those problems are voice recognition issues.
- Proof of this strained technology relationship comes from the latest *J.D. Power Navigation Usage and Satisfaction Study<sup>SM</sup>* in which voice activation is by far the lowest scoring aspect (with an index score of 527 on a 1,000-point scale) of the interaction that vehicle owners have with their navigation system.
- Although touch screen is still the preferred way to interact with a car's navigation system, 65% of vehicle owners keep coming back to voice activation, wanting it to work properly.
- In fact, interest in natural language voice activation technology among vehicle owners is 70% before cost is factored into the discussion. However, interest falls significantly to 44% when a proposed price point of \$500 is introduced as some owners are not interested in paying for a feature they "know" won't work.
- That said, 57% of owners indicate an interest in having smartphone integration capability if it costs \$125, reflecting a more positive experience vehicle owners have with such voice activation systems as Apple's Siri or Google Talk.
- Study findings also suggest there is a risk that some vehicle owners will not repurchase the same make or model specifically because they could not successfully use their current voice recognition system.
- Going forward, automakers should consider study data that identifies four key characteristics of the ideal user experience for voice recognition, denoted by the acronym SAFE: smart, accurate, fast, and most importantly, easy to use.