

VOICE TECH

Once you've determined it's time to introduce Voice into your business, run through this framework as you get started.



Here are some open-ended questions you can think through with your team and technology partners



Are competitors making inroads in this space? What are the details?



What are the benefits? What are the risks?



How many guest do you expect will use Voice options?



What kind of results can you reasonably expect?



And, finally, what's the cost of not doing this?

