

New Research Report:

Is the Personal Assistant the Successor to Search?

By: Jason Peaslee

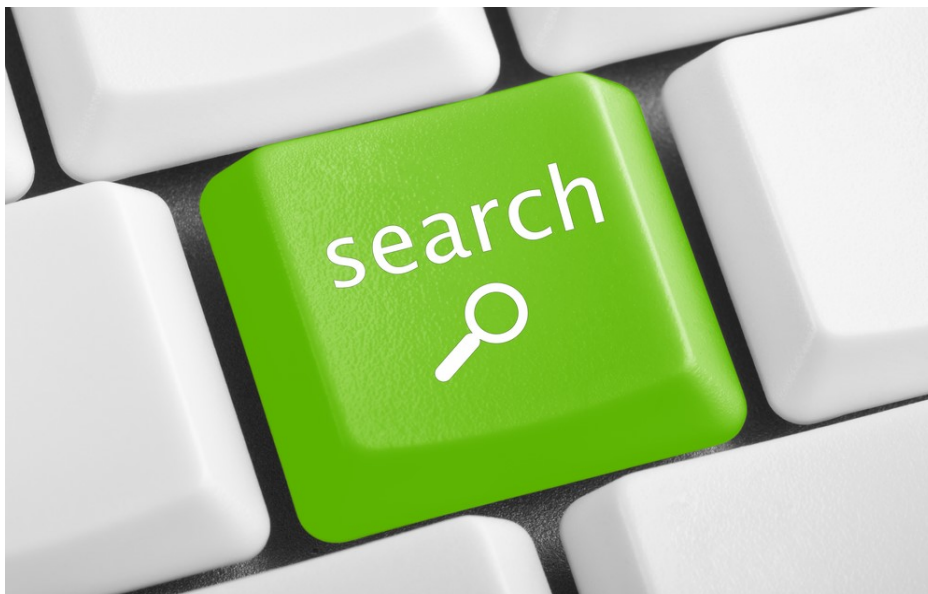
October 2014

Summary

We've all seen the commercials lately where Microsoft's Cortana is going to battle with Apple's Siri over who will help you manage your digital life. Let's not forget about the other major player Google. They have their own product Google Now. With the improvement in voice recognition technology, the proliferation of mobile technology, consumers being on-the-go, and ubiquitous connectivity this seems like a natural extension of their core search product. Will the personal assistant be the successor to traditional search? Before we can answer that we need to understand more about personal assistant users. In this report, we examine which consumers are using personal assistants, how often they are using them, what are they using them for, where they are when they use them, their satisfaction levels and many more areas.

What we've found is very surprising. Usage has more than doubled over the last twelve months, however the product functionality is lagging behind consumer demand and some companies are better positioned than others— at the moment.

There has been an 87% increase in usage of personal assistants like Siri, Google Now or Cortana over the past twelve months.



Report Details

- ◆ Length- 16 Pages
- ◆ Charts/Tables- 7
- ◆ Key Focus Areas:
 - * Demographics of Users
 - * Preference & Usage
 - * Info Consumers Seek
 - * Satisfaction Levels
 - * Features Consumers Desire
- ◆ Price- \$299 Non Subscriber/ Free Subscriber

[Download Your Copy Today!](#)