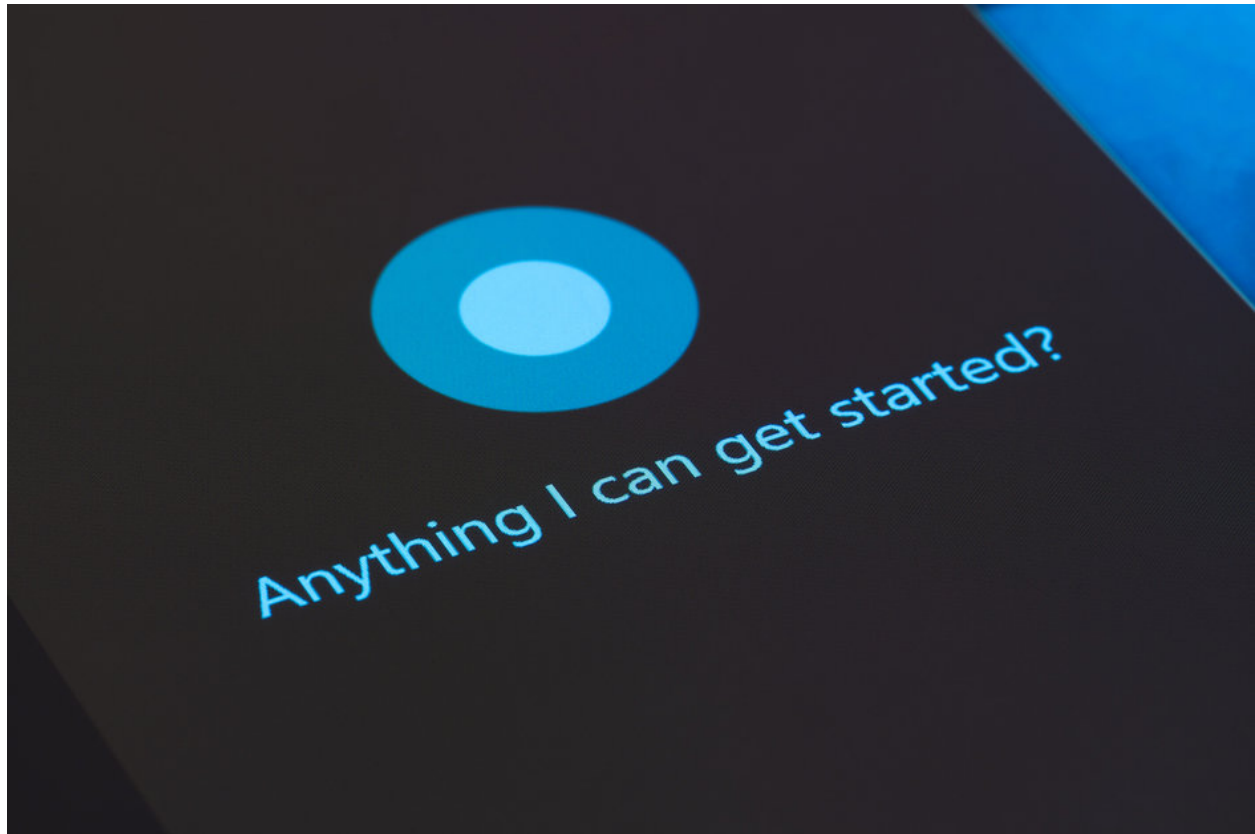


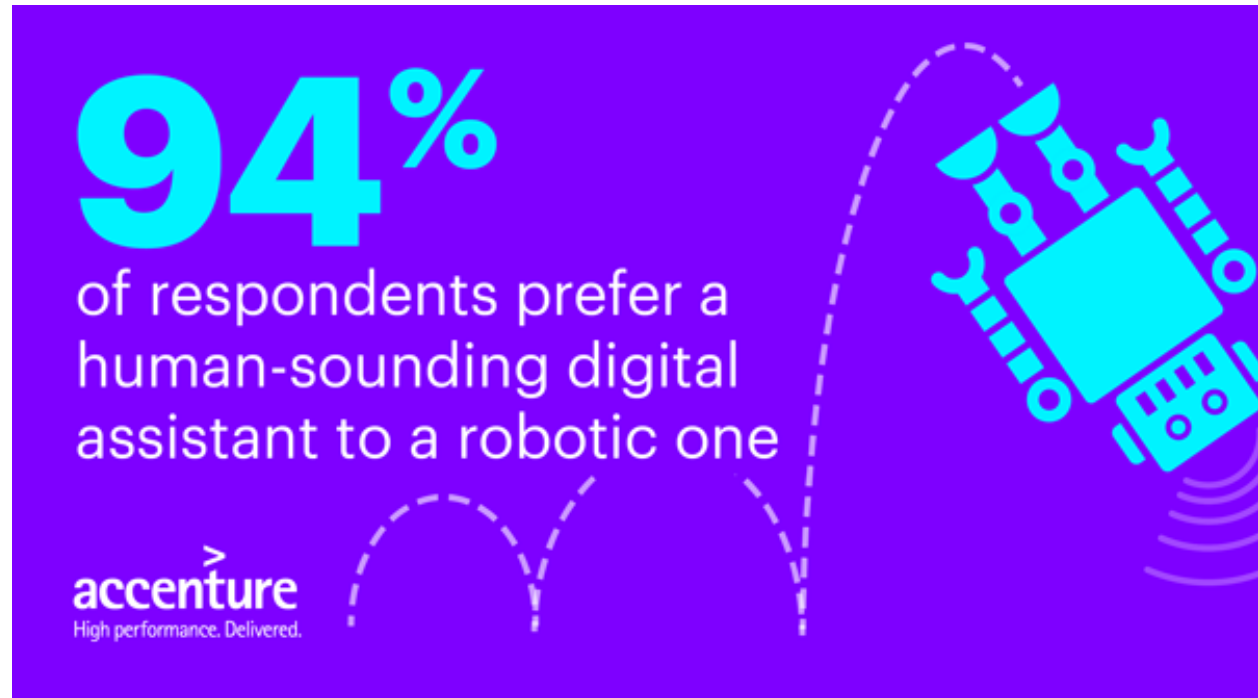
What preference do people have when it comes to the voice of their government digital assistant?

News Staff | June 28, 2017



From Siri to Alexa, digital assistants are becoming commonplace, and now government agencies are deploying AI technology for autonomous customer services. And according to a recent Accenture survey, which set out to determine what people want their digital assistant to sound like, 94 percent would prefer a human-sounding digital assistant to a robotic one.

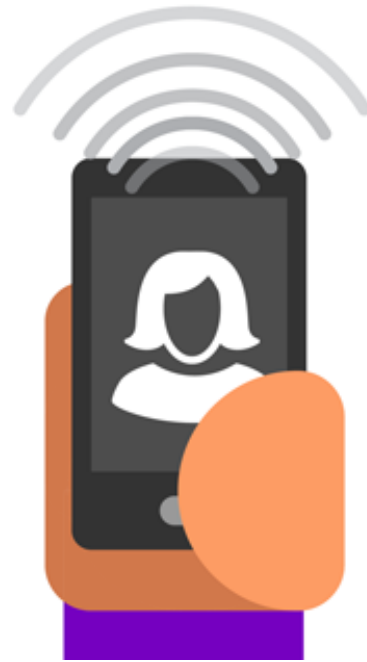
Out of the 500 residents Accenture asked in the D.C. Metro Area, most millennials said they favor a younger voice, and baby boomers are more inclined to choose a voice with a casual tone over a young voice. What's more, 81 percent of female respondents would rather use a digital assistant with a female voice, while only half of male respondents preferred a female voice.



More than 60%

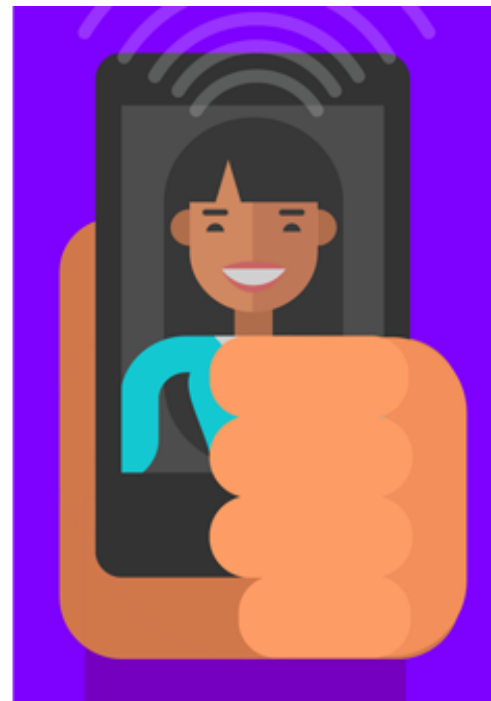
of citizens prefer a digital assistant with a young, female and human-sounding voice.

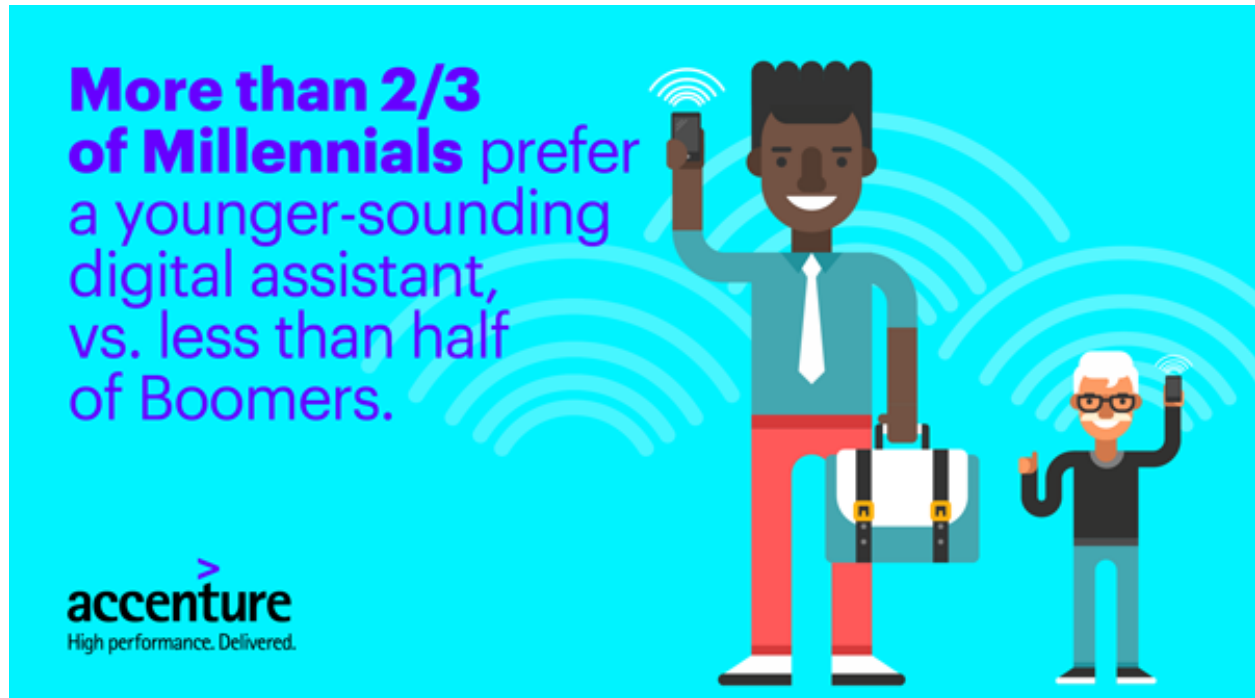

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Women are far more likely than men **to use a digital assistant with a female voice (81% vs. 50%)**


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