

50% OF ALL SEARCHES WILL BE VOICE SEARCHES BY 2020

VOICEFIRST

is the Fastest Growing
Area of Technology



Powerful voice search across the **web**, **mobile apps** and **smartspeakers**

Introduction

A business is only as good as the relationships it fosters, the quality of the conversations and the expectations that are set.

Now when it comes to conversations you can look at their depth and breadth. A deep conversation will be face to face and one to one. You probably can't have a deep conversation by email or on the phone; you need to see the whites of their eyes.

Anything that can save time is worth money - not only to a corporation - but also to the individual because they will have more time to focus on other work.

We've all had experience of attending meetings that don't start on time because the technology isn't working. And, of course, the first question to ask when planning a meeting is do we really need it?

You will have read in the press the great success that Slack has had with teams and latterly whole

organisations. Slack is great for both keyboard warriors and introverts in organisations. However, the problem with Slack is that it doesn't convey people's' emotions. You've got the team communication in a timeline which reduces email but you don't have the team's temperature, their feelings or their emotions.

And of course communication isn't just what somebody says, it's how they say it that matters. Just as emails can be misconstrued so can Slack text messages.

In enters Sound Branch to save the day. Top management prefer face-to-face communication and want to hear somebody's voice. Phone calls are old school and you still have the issue of pinning a person down to a time slot similar to trying to organise a meeting.

Sound Branch leverages the idea of voicemail and brings it into the 21st century. Where traditional voicemail is one to one, its digital equivalent can also be one to many, allowing

wider communications, thereby eliminating the need for long email chains and threaded conversations.

Sound Branch has particular value in solving the problem of field sales communication. Before a sales meeting a sales rep can listen to audio messages to prepare themselves. After the sales meeting they can record audio messages on Sound Branch and pass them to the CRM to avoid having to type the meeting notes later.

Sales managers and directors can quickly interact with their field teams to understand what opportunities

are surfacing and what problems might be occurring. Sound Branch enables your sales people to have conversations they wouldn't ordinarily have.

The best salespeople are hopeless when it comes to administration. Sound Branch allows sales forces to play to their strengths by using their voice to record and capture all the opportunities, keeping customers, colleagues and management happy in the process. Sound Branch can be used to level the hierarchy, get people working outside silos and bring great transparency to organisations.



Sean Gilligan

Sean Gilligan

Founder
Sound Branch

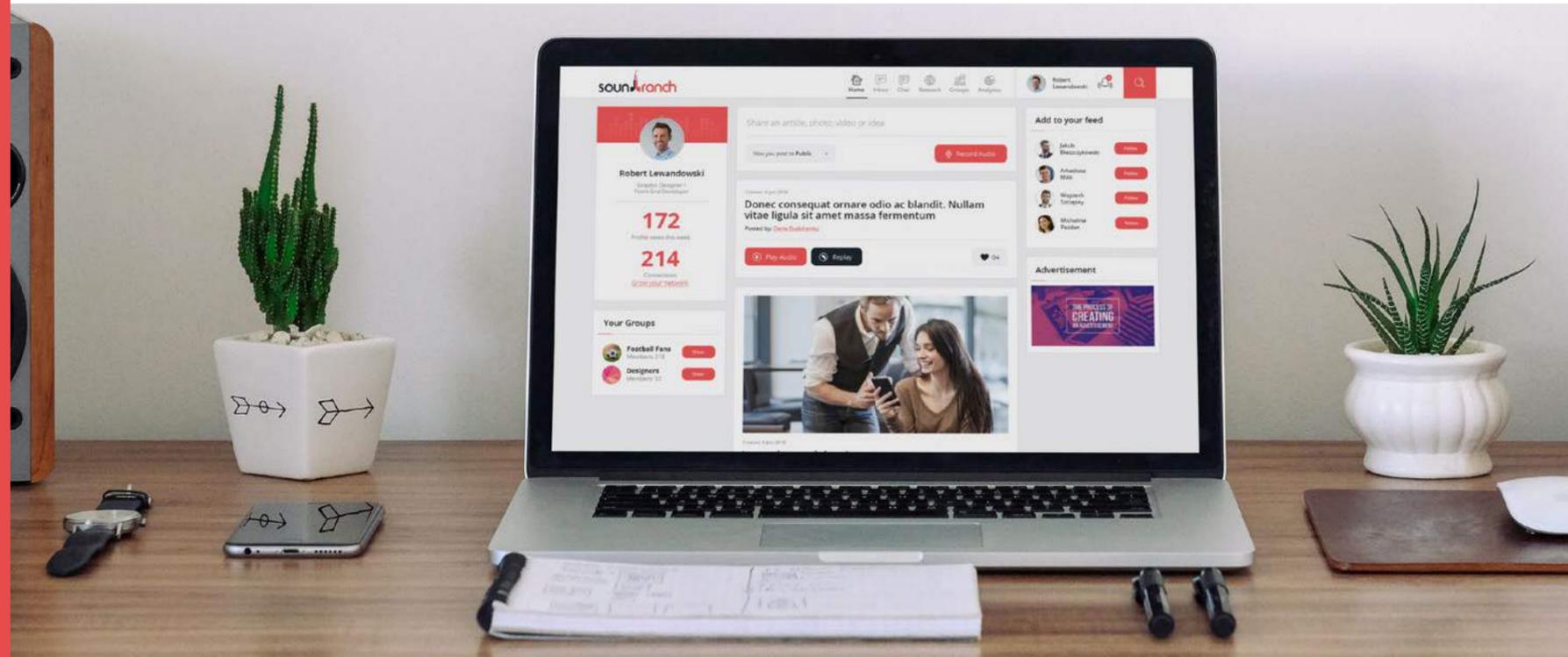
Branded Voice Sites

50% of all search will be voice by 2020. You need to have a voice strategy and think about how your brand sounds. Sound Branch can help you build your very own voice website to get you prepared for the voice search revolution.

Websites need to be natural language-friendly with in depth FAQ sections as these are now more important.

Your brand can allow your customers to speak and listen to you across the web, mobile apps and smart speakers.

In America, there are now over 100 millions smart speakers in homes, and microphones are being placed into refrigerators, washing machines and other household applications.



A Better Connected Workforce

Audio intranets are an extremely useful tool for your business. They help improve internal engagement acting as communication hubs for staff. You can store all conversations centrally and access at any time.

Each member of your staff can have audio profiles so you can listen to their skills, experiences and career goals. Profile audio reviews can be posted on profiles to build engagement, self esteem and motivation.

You can also use Sound Branch as a training platform to provide online training to staff. Offering access to accurate and consistent information, your staff can deliver enhanced levels of customer service.

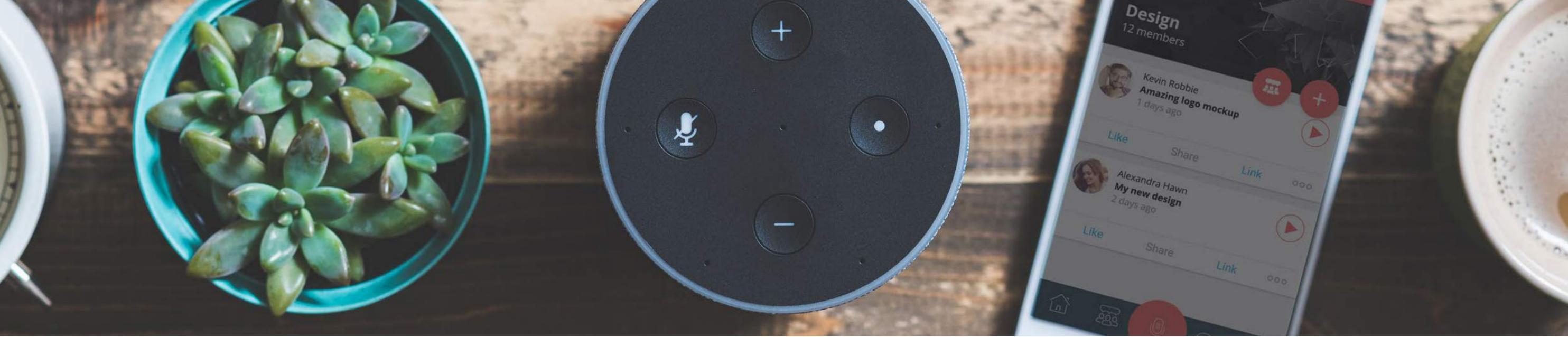
User Setup

You can give new people access to join your workspace in two different ways.

- Email an invitation to one person or several people at once
- Allow people to sign up using their email address

As an Admin, you can send invitations to new members to join your workspace. Or, you can allow them to join using their work email addresses.

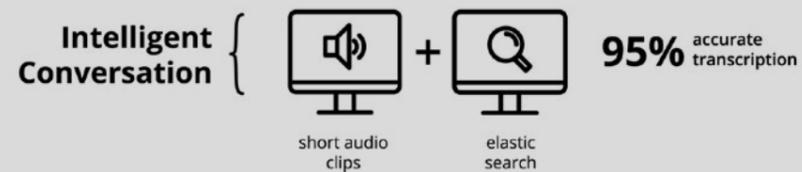
To verify the identity of each new member, Sound Branch sends a validation link to their work email address.



Powerful Voice Search

When you speak, Sound Branch listens to you and transcribes what you say. Voice data is worth more to your business as you have a person's intent.

Just say "Alexa play Sound Branch search New York" and it will pay all conversations concerning "New York".



One-to-One Chat

Using Private Chats, you can discuss projects, strategies and ideas discreetly with your colleagues.

Benefits and Advantages:

- One-to-one check ins
- A paper trail on who said what and when
- Delivery receipts show who has played your message

Private Groups

When a group is private, only those who have been invited to your group can see the content and information shared within it.

End-to-end encryption ensures no third parties can decipher the data being communicated or stored.

Mobile Apps for iOS and Android meaning you can access on any device, anywhere



Web

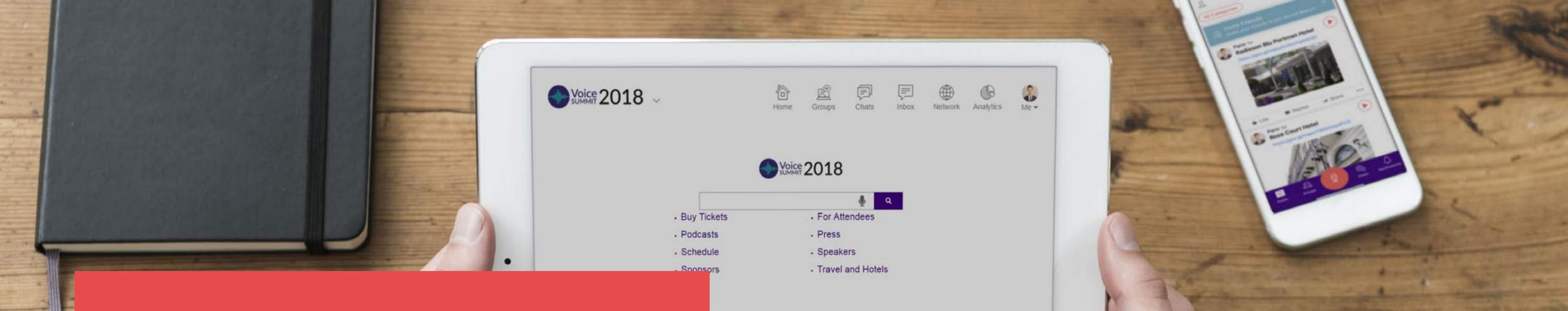


Mobile Apps



Smart Speakers

Your conversations are accessible anywhere and on any device. You can start a conversation on your desktop at work, listen further with your mobile phone in the car and finish off listening at home on your smart speaker.



It takes a conference call an average of 7 minutes to start in the USA.

Just-In-Time Meetings

Sound Branch Gatherings make sure your meetings start on time and always has meeting minutes transcribed automatically.

- All your meetings start on time
- No more time wasted scheduling a meeting
- No more time wasted waiting for your meeting to start

Presentations

Audio Slideshows convey special qualities which your video and text based communication cannot.

Make an audio slideshow to add depth to your story and provide a further level of emphasis, detail and intimacy with your subject matter.

- You can spend a lot of time and money curating video.
- Videos do not age well and are often out of date after a few years.
- Combine your slides with voice notes to create compelling audio visual presentations.

Smart Speakers Growing Fast

Amazon Echo, Dots and Google Home are the leaders in smart home devices. While voice search grows, improves and refines, the best way to get in front of potential customers on these devices is through the Alexa Skills and Google Actions base.



Your brand's internal and external Newsletter brought into life with audio. Avoid chinese whispers and talk to your national or global workforce with clarity.

AWS Cloud Hosted

All your Sound Branch voice messages are hosted securely on the AWS Cloud.

Sound Branch has a simple architecture that is based on AWS services, including i2.xlarge Amazon Elastic Compute Cloud (Amazon EC2) instances for basic compute tasks; Amazon Simple Storage Service (Amazon S3) for users' file uploads and static assets; and Elastic Load Balancing to balance workloads across Amazon EC2 instances. Sound Branch uses Amazon Elastic Block Store for nightly backups of MySQL



Sound Branch Voice First Benefits

These stats might change your mind:

- The average human can speak 150 words per minute, but only type 40 words at the same time.
- Comscore estimates that by 2020 over 50% of all searches will be done by voice.
- There were 35x more Google voice search queries in 2016 than there were in 2008.
- 60% of people using voice as a medium of communication have only started in the last year.



Join the Voice First revolution...
Create your own branded voice site
Sign up as Individual or Business

www.soundbranch.com

We take security seriously here at Sound Branch, and we are proud to exceed the industry standard when it comes to protecting your organisation. Sound Branch is committed to helping our users understand the rights and obligations under the General Data Protection Regulation (GDPR), which took effect on May 25, 2018.

We have introduced tools and processes to ensure our compliance with requirements imposed by the GDPR and to help our customers comply as well.

