

SPEECH TECHNOLOGY **AUDIENCE PROFILE**

➤ WHO IS OUR AUDIENCE?

Level

C Level	27%
Vice President	3%
Director	13%
Manager	22%
Supervisor	10%
Staff.....	9%
Technical.....	16%

➤ PRIMARY JOB FOCUS

Customer Service/ Customer Experience.....	18%
Call Center	8%
IT/Technical	39%
Corporate/General Management	29%
Sales/Marketing.....	6%

➤ Average number of employees:

5,700

Source: *Speech Technology* latest Reader Survey

➤ COMPANY SIZE

Revenue

\$1 billion-plus	25%
\$100 million to \$999 million.....	15%
Less than \$100 million	60%

➤ Average company size: **\$986 million**

➤ KNOWLEDGE AND EXPERIENCE

WITH VOICE AND SPEECH TECHNOLOGIES

New to these technologies.....	16%
Enough knowledge and experience to do my job.....	39%
I consider myself knowledgeable.....	32%
I'm an expert	13%

➤ INDUSTRY

Automotive.....	4%
Banking/Finance	7%
Call Center	4%
Consulting/Integration/VAR	9%
Consumer Product Goods	7%
Voice/Speech Technology Solution Provider ..	13%
Education/Training	6%
Gaming-/Sports-Related.....	6%
Government (Federal, State, Local).....	1%
Insurance	3%
Manufacturing	6%
Marketing.....	3%
Media/Publishing	2%
Medical/Healthcare/Pharma.....	3%
Nonprofit.....	2%
Professional Services	4%
Retail/Ecommerce	3%
Technology.....	10%
Telecommunications	1%
Travel/Hospitality	2%
Other	4%

100% OF AI LEADERS RATE **GEN AI** AS **IMPORTANT TO THEIR ORGANIZATION'S BUSINESS STRATEGY** IN THE NEXT 12 MONTHS PER A RECENT POLL FROM FORRESTER.