Indian Voice Tech & Mobile Usage Landscape

Key Statistics

65% indian users use voice search.

7B+ voice notes/day (whatsapp)

1.5 hours/day consuming voice notes (Adults)

963 minutes per month on voice calls

User Behaviour

< Quick Communication
(voice note over long typing)

< Privacy Concerns
(avoid public speaking)

< Habit of typing
(natural reflex)

< Language Barrier
(regional+hindi+english)

< Busy Scenarios
(walking,driving,errands)

< Elders/First time users
(easy for them to use)
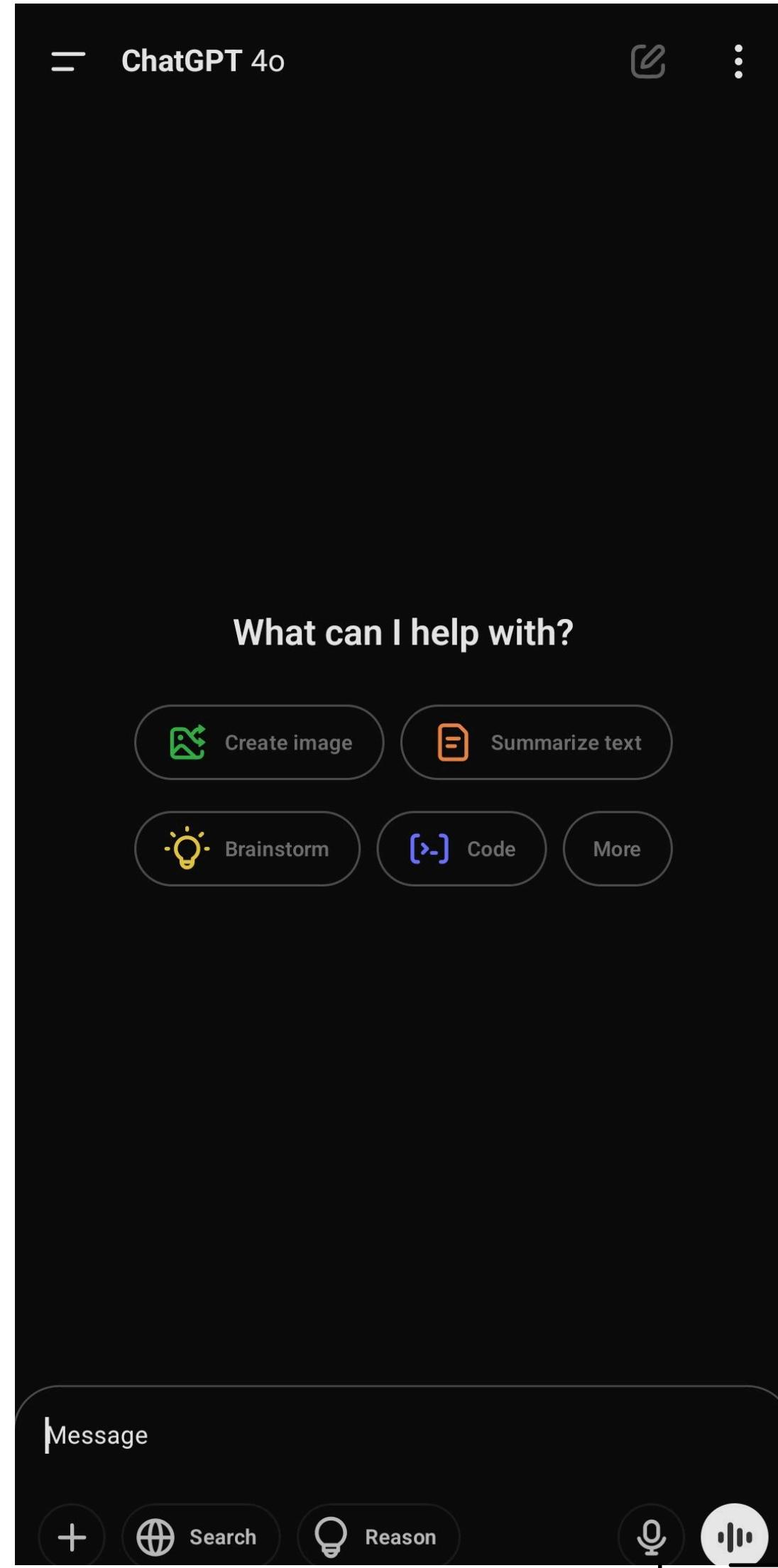
Mobile Usage Pattern

- **Google Assistant:** Simple tasks,quick facts,language friendly,AI assistant.
- **Whatsapp voice notes:** Mass behaviour,daily utility, richer emotion,multitasking.
- **Alexa:** Voice first smart speaker,music,timers,smart home commands,family use.
- **Perplexity:** Real time ans. + actions, handsfree queries, runs voice while using apps.
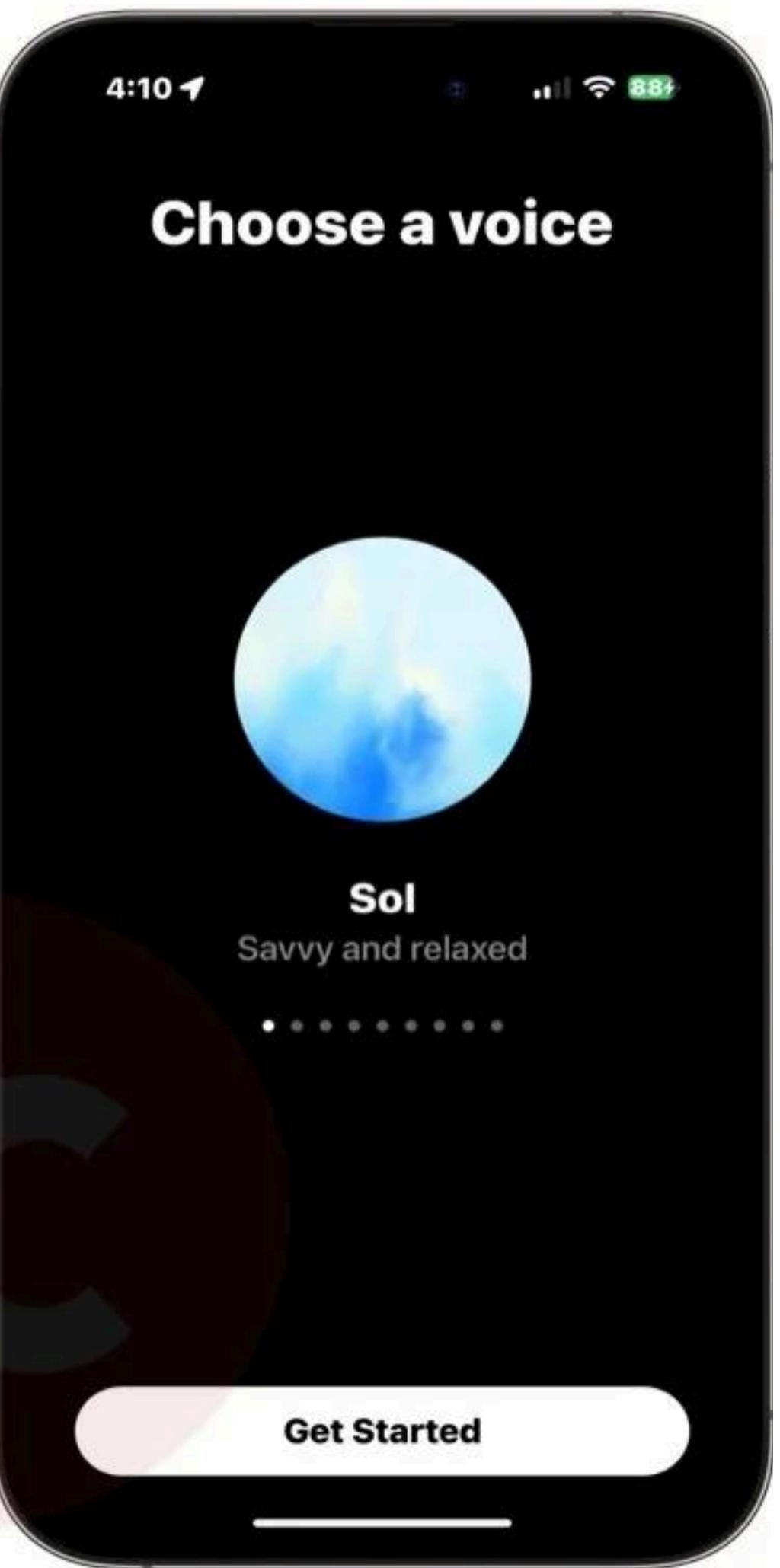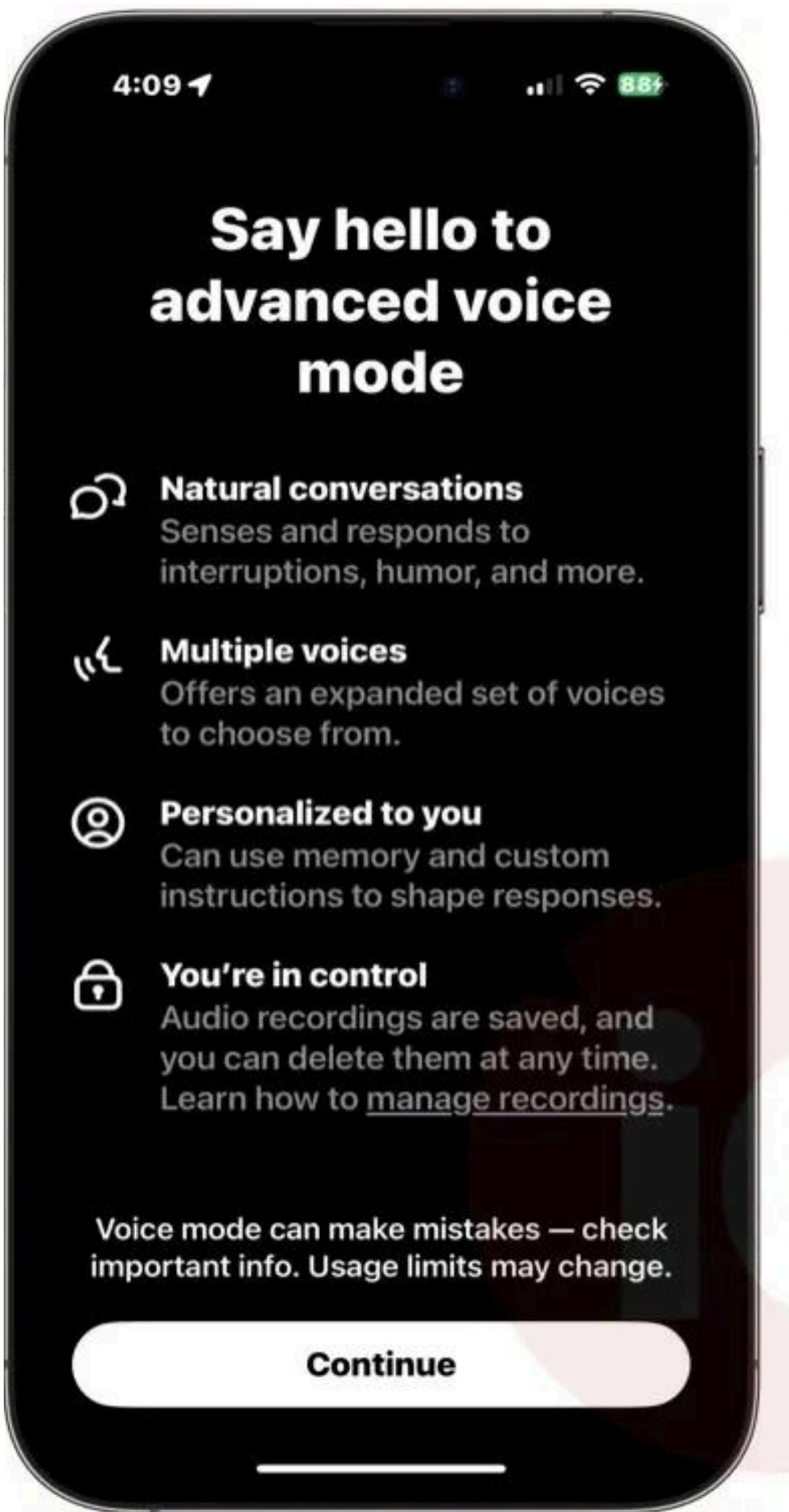
ChatGPT 4o

What can I help with?

Create image | Summarize text
Brainstorm | Code | More

Message

+ | Search | Reason

Voice Chat option

Tap to speak mic (Auto transcribes, Discoverable,)

4:09

Say hello to advanced voice mode

Natural conversations
Senses and responds to interruptions, humor, and more.

Multiple voices
Offers an expanded set of voices to choose from.

Personalized to you
Can use memory and custom instructions to shape responses.

You're in control
Audio recordings are saved, and you can delete them at any time. Learn how to manage recordings.

Voice mode can make mistakes — check important info. Usage limits may change.

Continue

4:10

Choose a voice

Sol
Savvy and relaxed

Get Started

Advanced Voice Chat option (for natural conversations, and background conversation option).

Does not Have ❌

*Voice Discovery Onboarding

* Hold to talk

* Ambient assist

* Car mode

Does Have ✅

* Tap mic to speak

* Auto transcript

* Familiar mic icon

* Natual voice mode

* Dictation

(Comparing to other apps)

All this makes it intuitive and also discoverable and contextually helpful but still some features needs to be added, lacks some context triggers and has some gaps.

Why Increasing Voice Usage Matters

▷ **Deeper Engagement, Stronger Retention**
Voice sessions naturally run longer.
Users stay in flow, produce richer prompts, all of which increases stickiness and repeat usage.

▷ **Standing Out from Google & Siri**
Traditional assistants handle commands.
ChatGPT, with strong conversational voice, can become the first assistant people actually talk to

▷ **Laying the Foundation for Ambient AI**
A future with AI integrated into wearables, cars, earbuds, glasses, and home devices depends on one thing-voice first interaction.

▷ **Inclusive, Accessible, Human-Centric**
Voice support empowers who type slowly, have difficulty with small screens,This expands ChatGPT's usability across age groups and abilities.

KPI's For Success

Increasing voice usage

Voice Daily Active Users

Activation
1.first time voice activation rate
2.Mic discoverability rate
3.Voice Awareness rate

Retention
1.Repeat voice usage rate
2.Day 1 voice return rate
3.Day 7 voice return rate

Voice Turns Per Session

Conversion quality
1.language mix accuracy
2.Response Latency
3.STT accuracy

Product Experience
1.Output mode consistency
2.car mode activation
3.Voice text switching smoothness.

Resources

1. Backlinko.com
2. TheVerge.com
3. the economic times
4. exchange4media
5. iamai.com
6. About Facebook
7. in about Amazon

8. ChatGPT Reviews