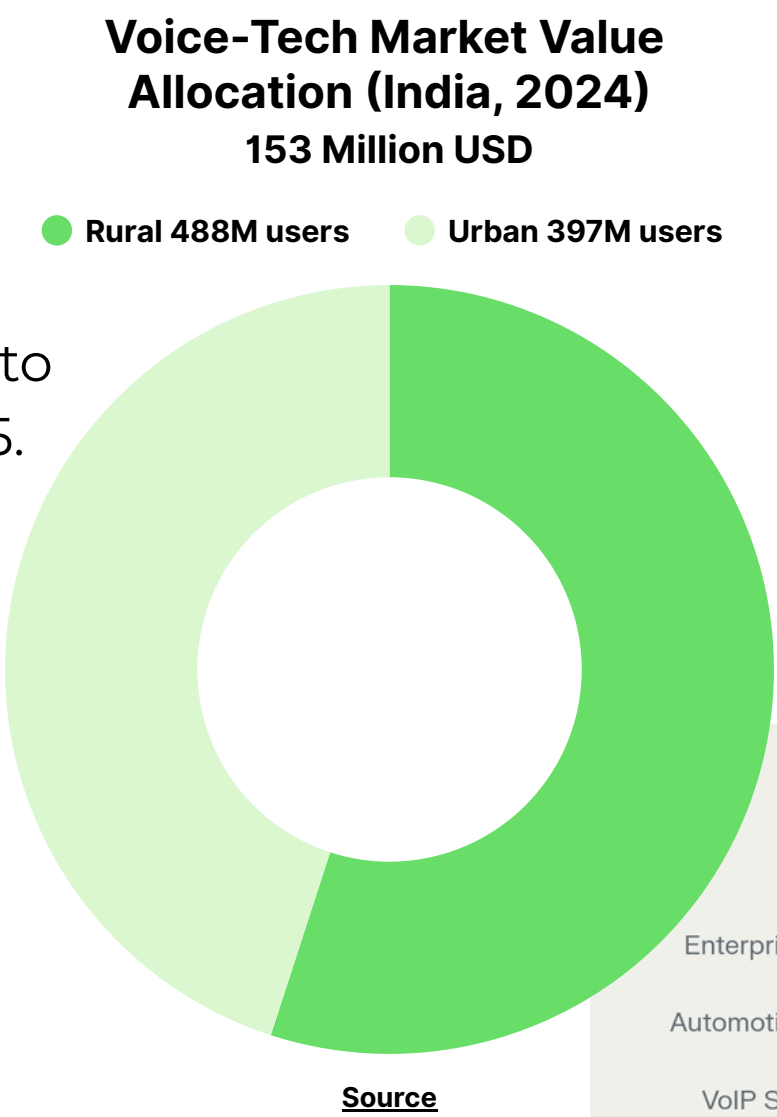# Scaling Voice Adoption

**Prepared By**
Karan Fulare

# Voice Market In India

58% of the Indian population has access to the internet on mobile phones as of 2025. This translates to approx 886 million internet users out of India's total population of 1.46 billion

Voice search usage in India has grown 270% year-over-year, driven by Non English Users significantly outpacing global averages
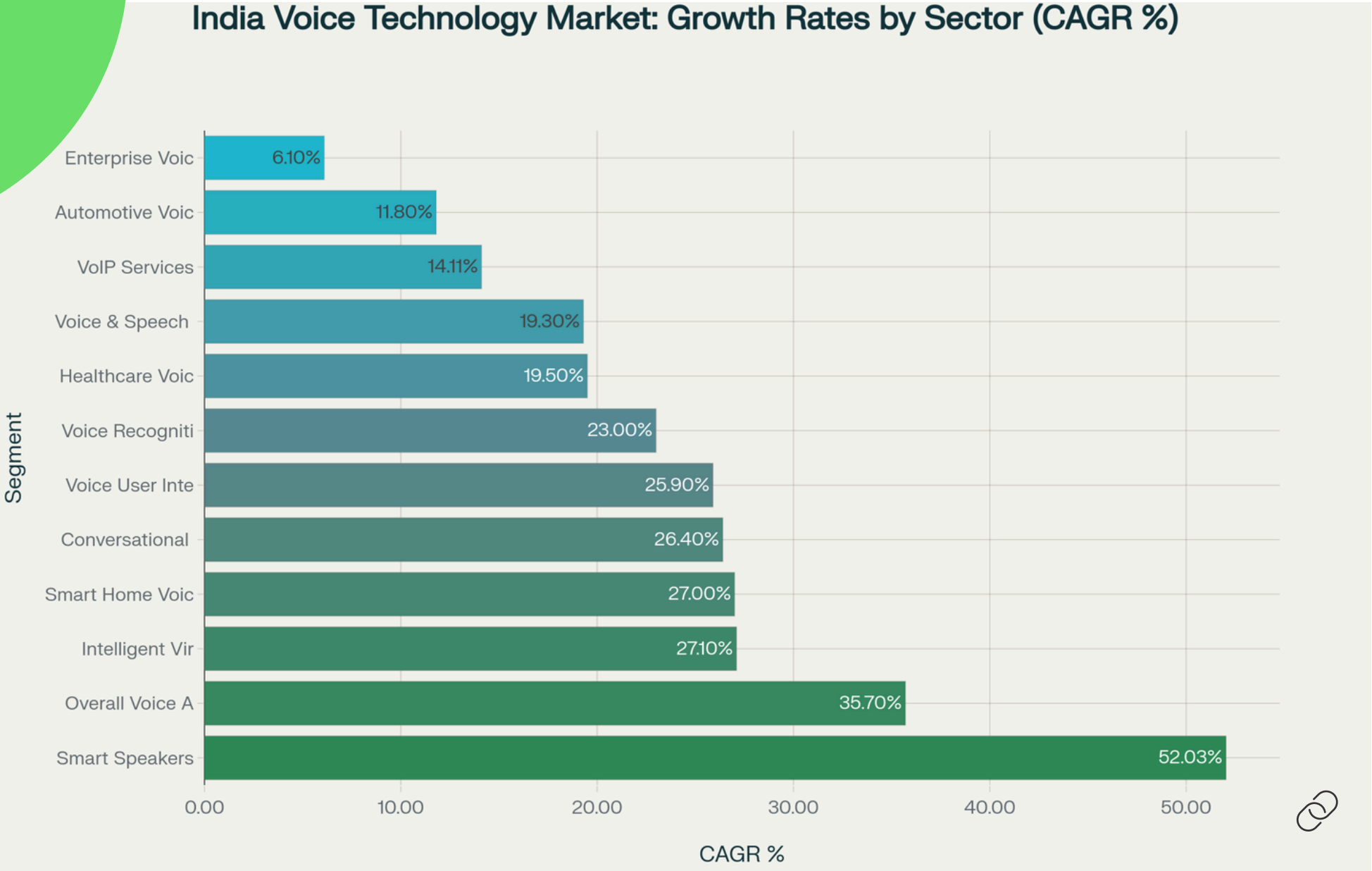
## ✦ Voice Users

Approximately 60% of Indian internet users actively use voice features, representing 532-594 million users out of India's 886 million internet users as of 2024.
This translates to 36-41% of India's total population using voice technology features

## Voice-Tech Market Value Allocation (India, 2024)
### 153 Million USD

● Rural 488M users  ○ Urban 397M users

**Source**

## Market Challenges and Opportunities

Challenges : include data privacy concerns, infrastructure gaps in rural areas, and the need for continuous technology updates. Interoperability issues between different voice platforms also present integration challenges.

Opportunities arises from India's linguistic diversity, requiring specialized voice solutions for regional languages. The aging population creates demand for voice-enabled healthcare and assistance services.
 Integration with emerging technologies like IoT and edge computing opens new application areas

### India Voice Technology Market: Growth Rates by Sector (CAGR %)

| Segment | CAGR % |
| --- | --- |
| Enterprise Voic | 6.10% |
| Automotive Voic | 11.80% |
| VoIP Services | 14.11% |
| Voice & Speech | 19.30% |
| Healthcare Voic | 19.50% |
| Voice Recogniti | 23.00% |
| Voice User Inte | 25.90% |
| Conversational | 26.40% |
| Smart Home Voic | 27.00% |
| Intelligent Vir | 27.10% |
| Overall Voice A | 35.70% |
| Smart Speakers | 52.03% |

# ChatGPT UX Review with Voice-First Comparisons

| | Chat GPT | Grok | Gemini | Siri | Claude |
|---|---|---|---|---|---|
| **UI** | | | | | |
| Discoverability in UI | 3 | 3 | 4 | 5 | 5 |
| Voice Recording /Listening Indicators | 3 | 2 | 4 | 3 | 2 |
| Real Time Transcription Display | 1 | 1 | 3 | 1 | 1 |
| Error State Visual Communication | 1 | 1 | 3 | 2 | 2 |
| Session History Display | 3 | 3 | 3 | 2 | 3 |
| Voice Cancellation Stop Controls | 3 | 4 | 4 | 2 | 3 |
| Multi Language Input Indicators | 1 | 1 | 1 | 2 | 1 |
| | | | | | |
| **UX** | | | | | |
| Voice Activtion Method | 4 | 4 | 4 | 4 | 4 |
| Response time | 2 | 4 | 4 | 3 | 3 |
| Speech to Text Accuracy | 4 | 5 | 4 | 3 | 3 |
| Background Noise Resistance | 4 | 4 | 4 | 4 | 4 |
| Error Correction Mechanism | 4 | 5 | 3 | 3 | 3 |
| Multi Languaage Support | 3 | 4 | 5 | 1 | 1 |
| Dialect Support | 2 | 2 | 3 | 1 | 1 |
| Two way conversation | 3 | 4 | 5 | 3 | 2 |
| Interuption | 3 | 4 | 5 | 2 | 2 |
| Auto language change detection | 3 | 3 | 5 | 1 | 1 |
| Auto language change detection Accuracy | 3 | 4 | 5 | 1 | 1 |
| Auto language change detection response time | 2 | 3 | 5 | 1 | 1 |
| | | | | | |
| **Personilization** | | | | | |
| Voice Speed control | 2 | 1 | 1 | 2 | 1 |
| Voice Model tone | 4 | 4 | 1 | 2 | 3 |

Legend:
- Excellent
- Very Good
- Good
- Fair
- Poor
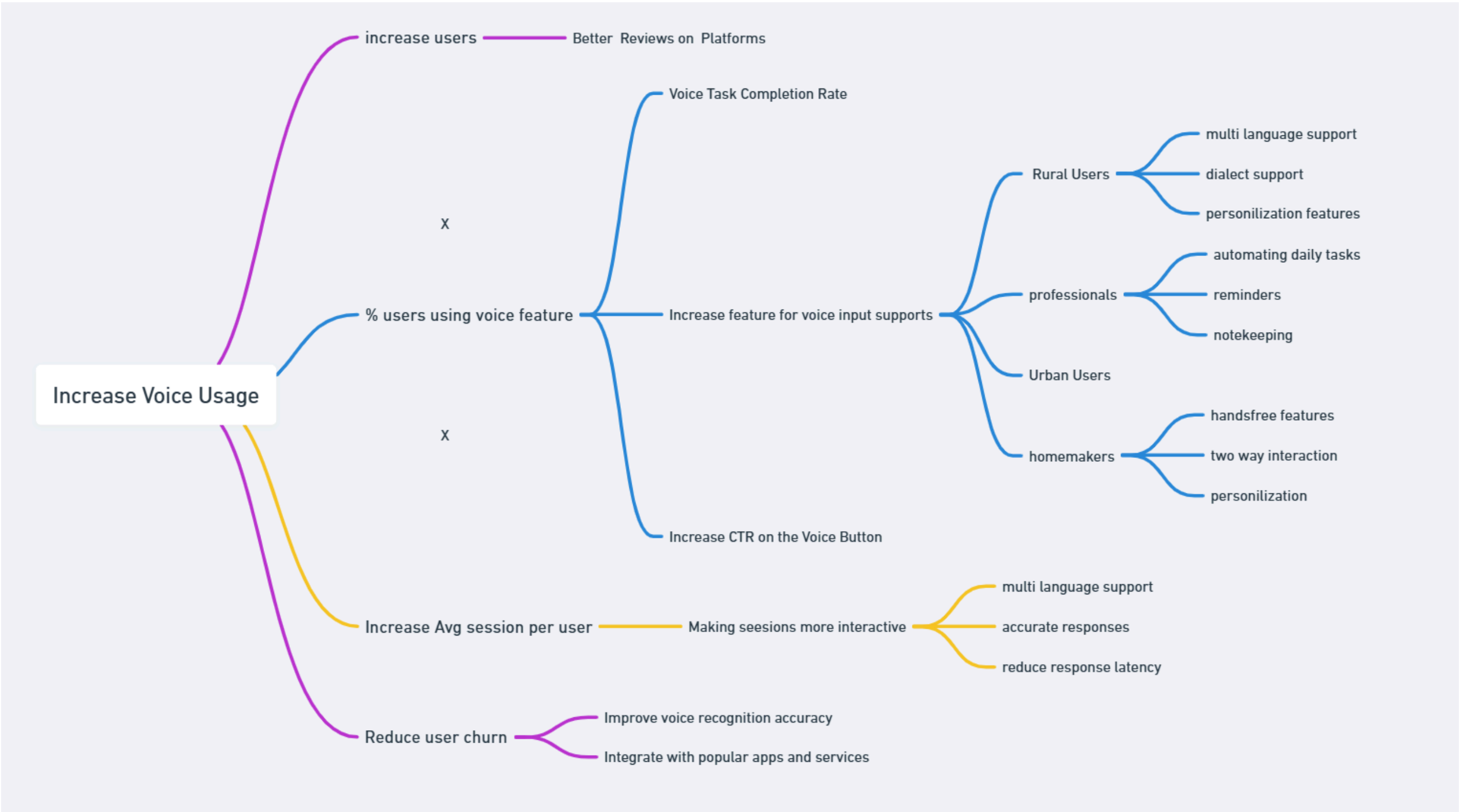
Gemini

Grok

ChatGPT

Siri

Claude

# Product Outcomes to Increase the Voice Usage on the ChatGpt Mobile app

The key to increase the voice useage to increase the CTR for the voice button , it depends on the Discverability of the Input in the UI

Also the Accuracy and Response time of the Voice Feature is more important to retain the users

Almost 55% of the users are from Rural India where the use of English is not so common. Reports show an increase of 270% yoy by non-English speaking users . Multi Language Support Matters

Integration with other Apps will help to cross the monopoly of OS based voice assistants, will bring in more users too.



KPI to Increase the Voice Useage

# Thank You