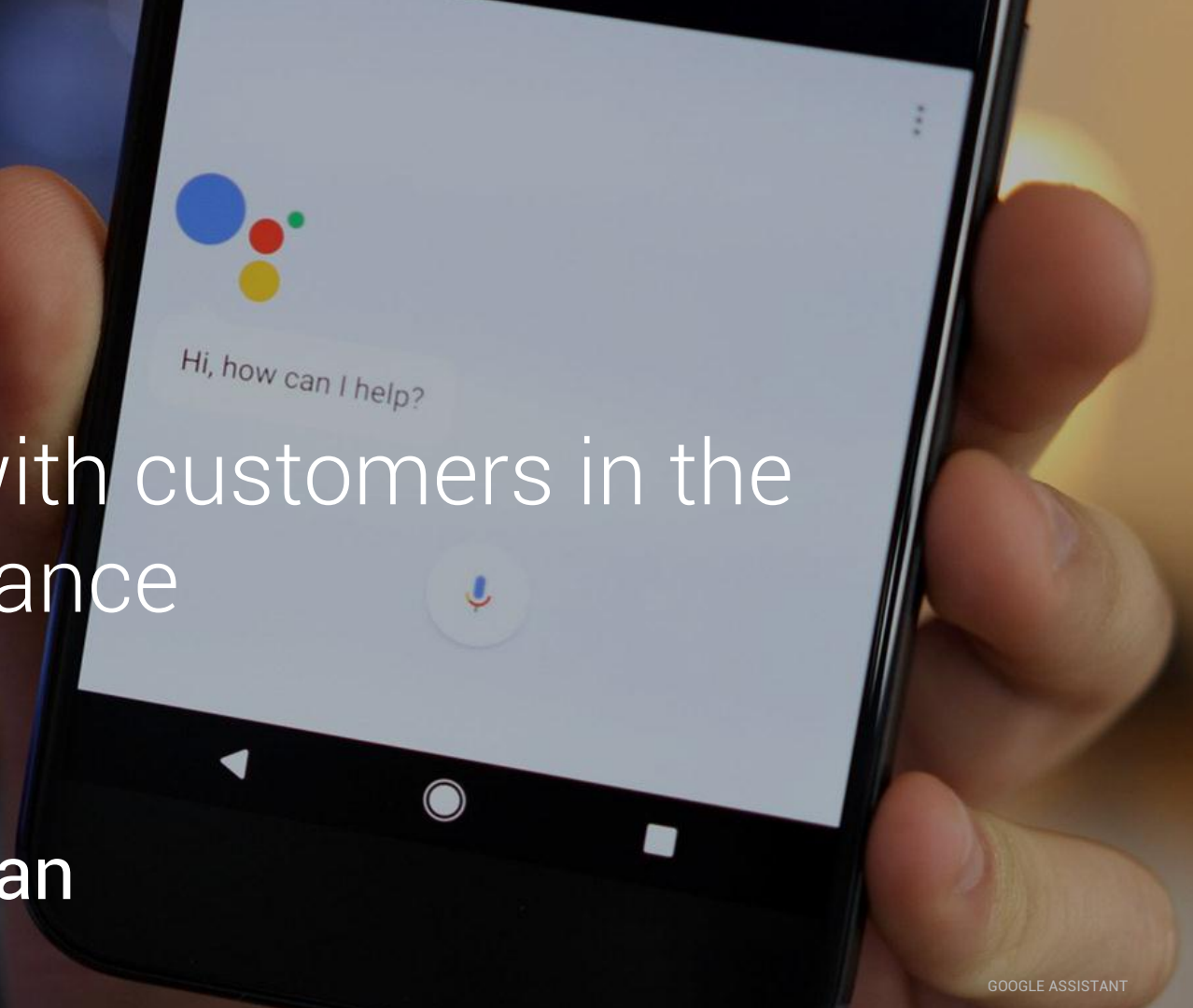


# Connecting with customers in the Age of Assistance

Stacie Chan

 @staciechan



# My dad\* in the '70s: Typing



\* not really my dad :-)

# My brother\* in the '80s: Clicking



\* not really my brother

# My kids\* in 2000s: Tapping



\* not really my kids

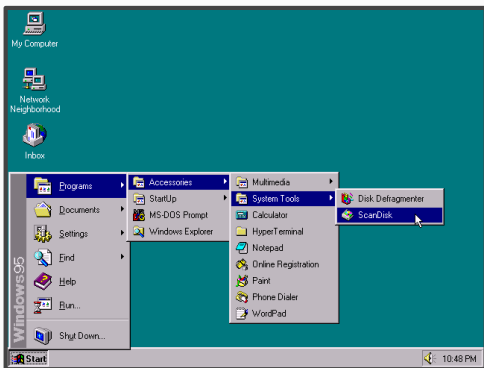
# Kids\* today: Talking



\* these really are kids today. But still not mine.

# The user model has evolved...

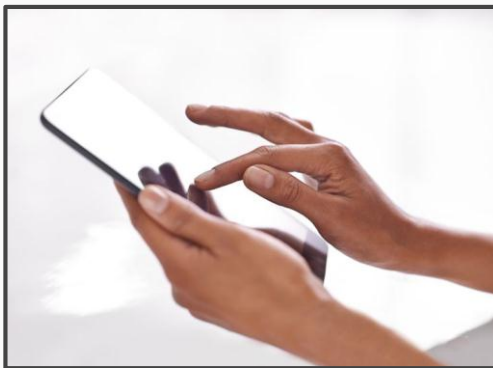
Clicking



*Point to what you want*

~1984  
Keyboard to mouse

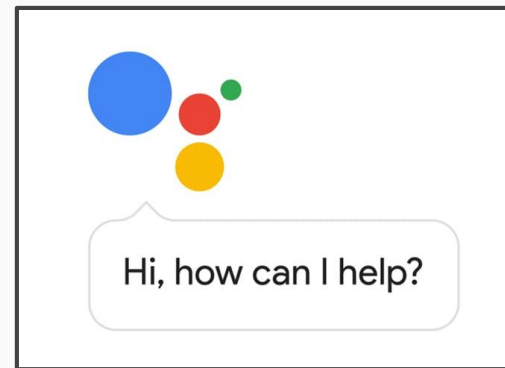
Tapping



*Tap on what you want*

~2008  
Mouse to tap

Talking

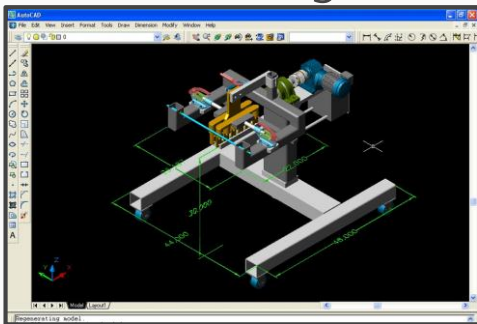


*Say what you want*

Now  
Tap to conversation

# ...enabling new use cases

Clicking



Visual Design

Tapping



Social Sharing

Talking



Getting things done



define: assistance



All

Images

News

Shopping

Videos

More

Settings

Tools

About 63,000,000 results (0.58 seconds)

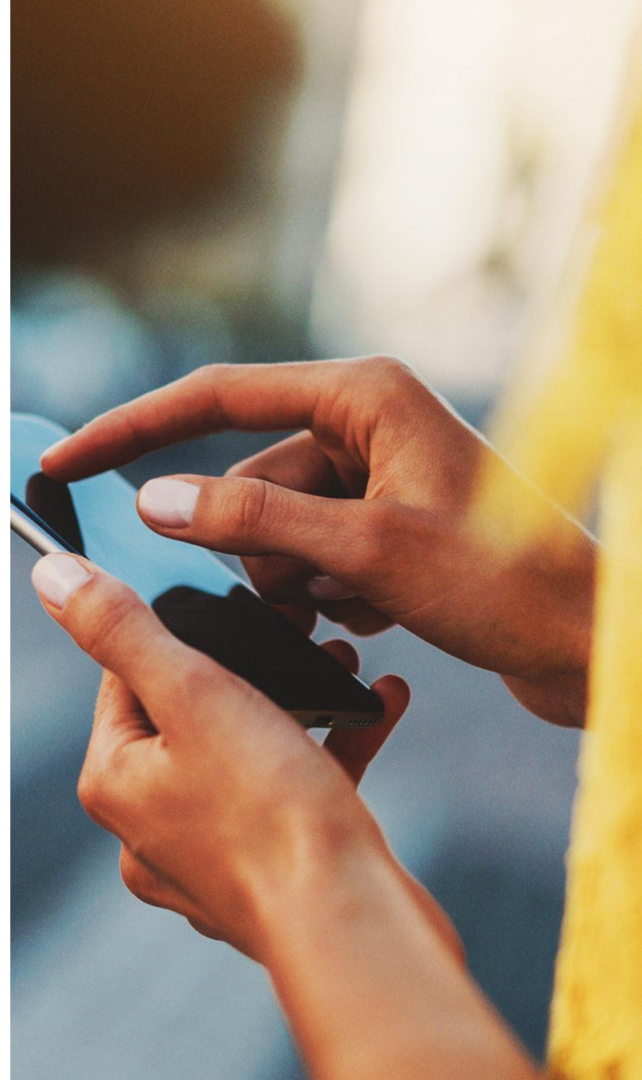
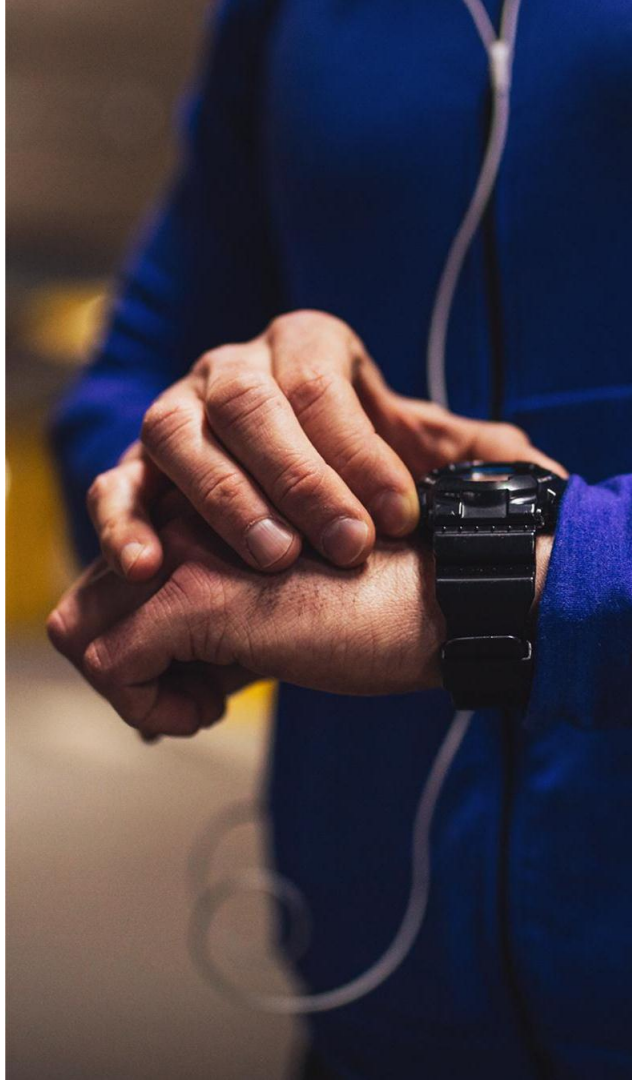
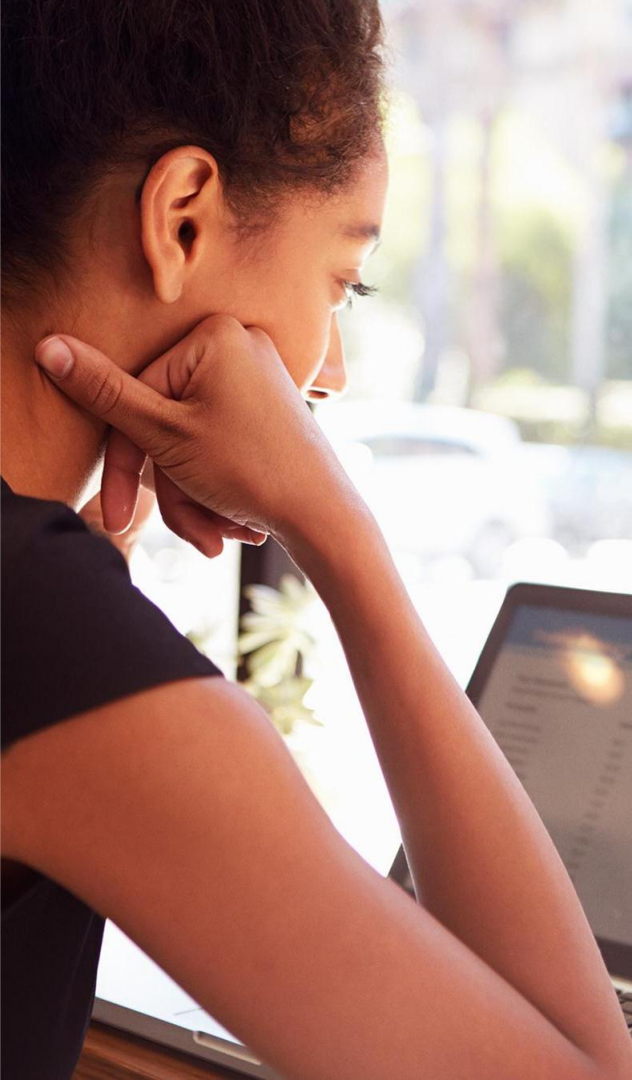
# assistance

/ə'sɪst(ə)ns/

*noun*

1. helping people to get things done.
2. **MARKETING** driving growth by anticipating and satisfying INTENT throughout the consumer journey.



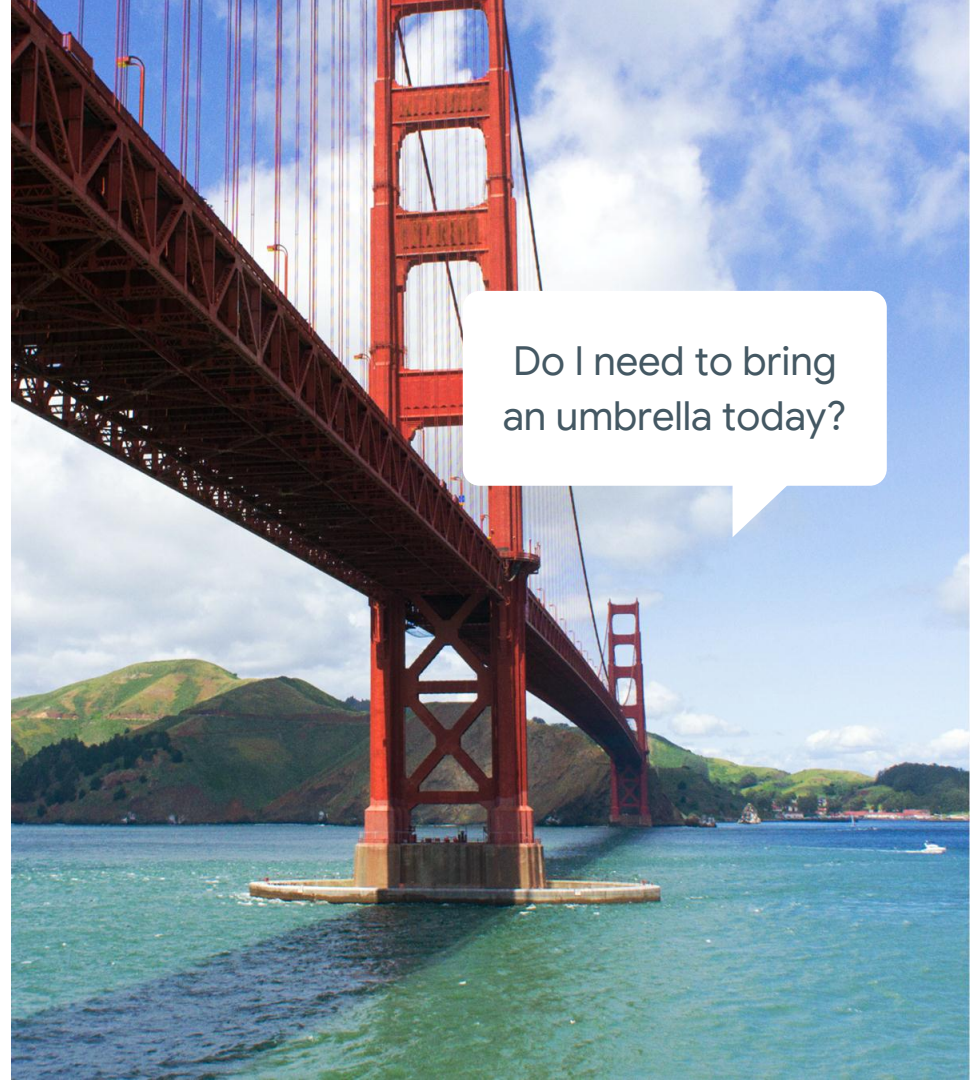


**87%** of B2C marketers  
believe digital assistants  
will play a significant  
role in marketing  
**before 2021.**

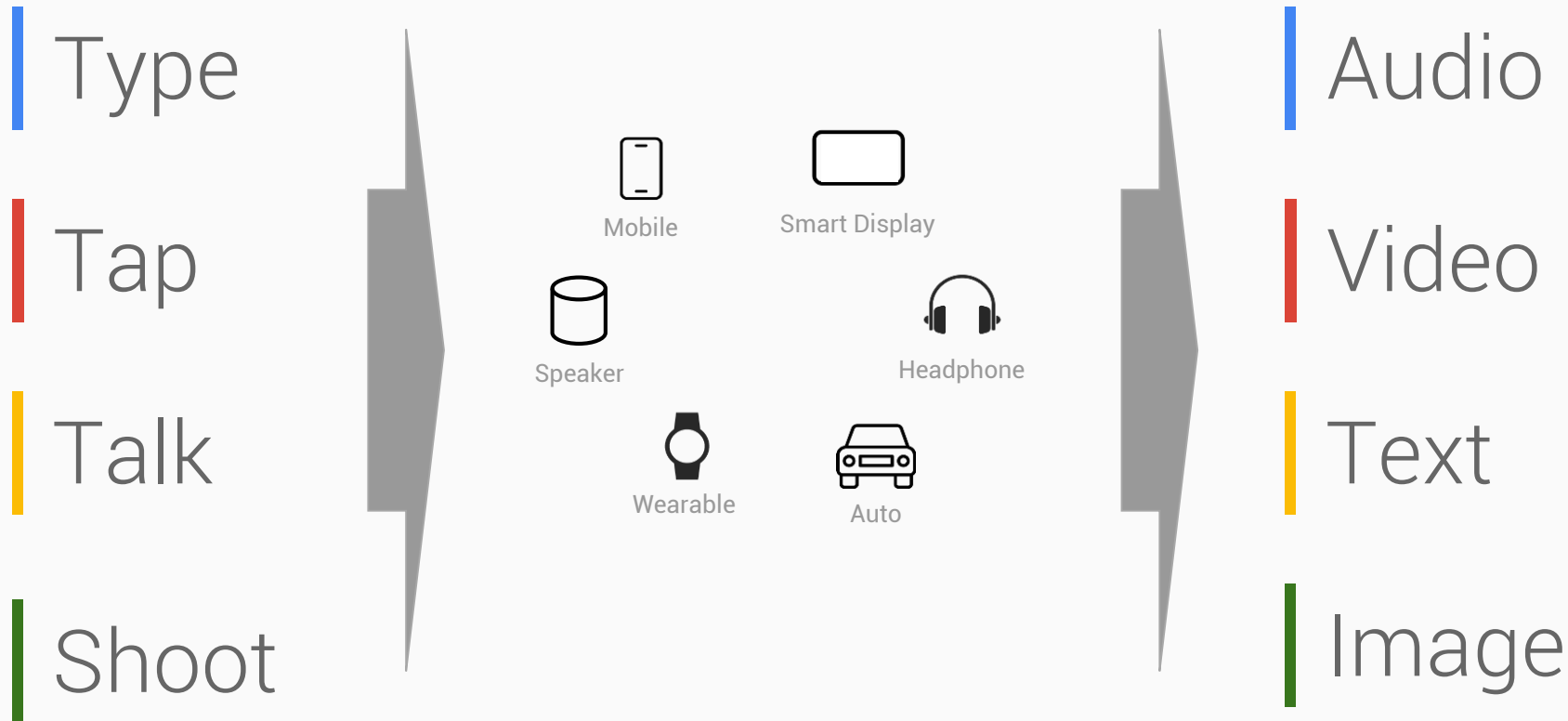
-eMarketer



Interactions are  
more natural  
than ever before



# The way we use computing in our lives will change



# Platforms are becoming mainstream



# Our users' needs are evolving

More and more users want their  
experiences to be:



Personalized



In Real-time



Everywhere they are





# Meet the Google Assistant

Ask it questions. Tell it to do things. It's your own personal Google, always ready to help.



Computing  
Power



Abundance  
of Data



Deep Neural  
Networks

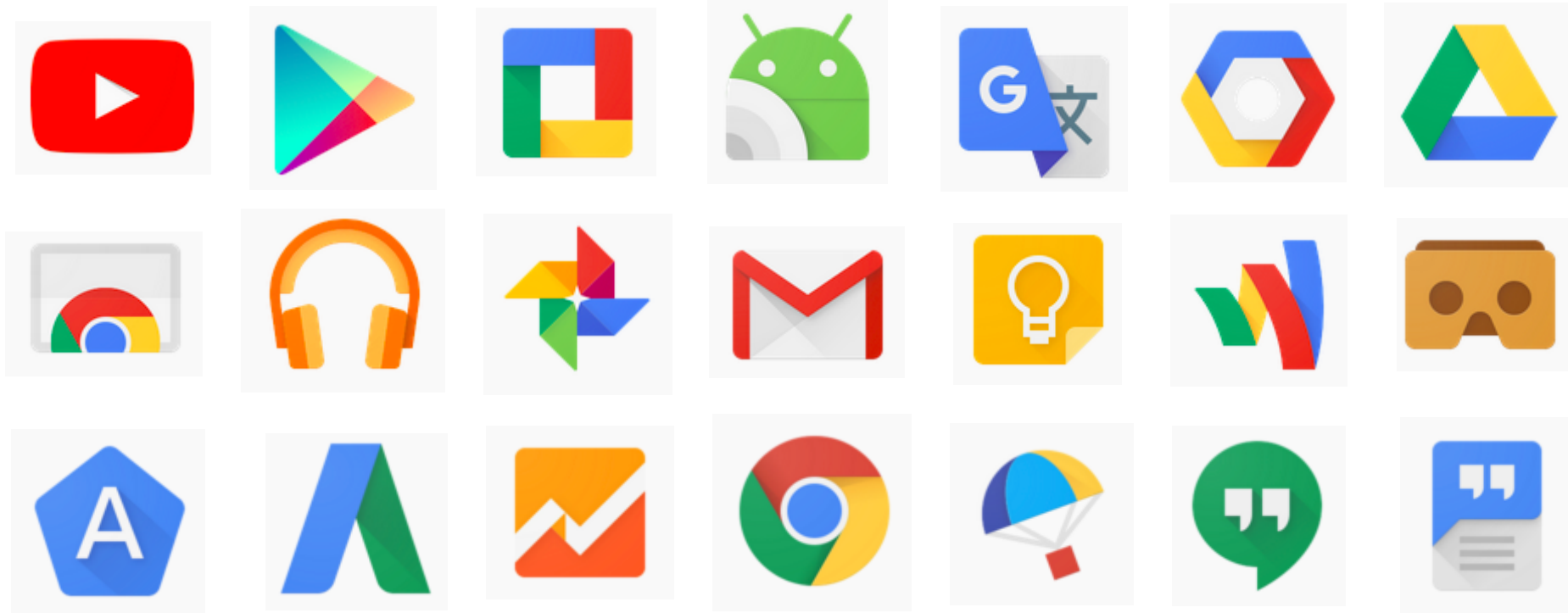




“ Machine learning is a core, transformative way by which we’re rethinking how we’re doing everything. ”

Sundar Pichai - CEO of Google Inc.

# Machine Learning is widely used at Google



# Google Assistant



Hi Aimee, how can I help?

Ready to  
help across  
**500M+** devices



# A growing audience: languages



US English



FR French



UK English



AU English



German



Japanese



Korean



CA French



CA English



Russian



Indonesian



Danish



Italian



Spanish



BR Portuguese



LATAM Spanish



IN English



Hindi



Thai



Norwegian



Dutch



Swedish



# Helping you get things done at home, in the car and on the go



Enjoy music and movies



Control devices in your home



Listen to news



Communicate with others



Order goods and services



And 1M+ other Actions

## Quick Start



Content  
Actions



App  
Actions



Templates

## More involved



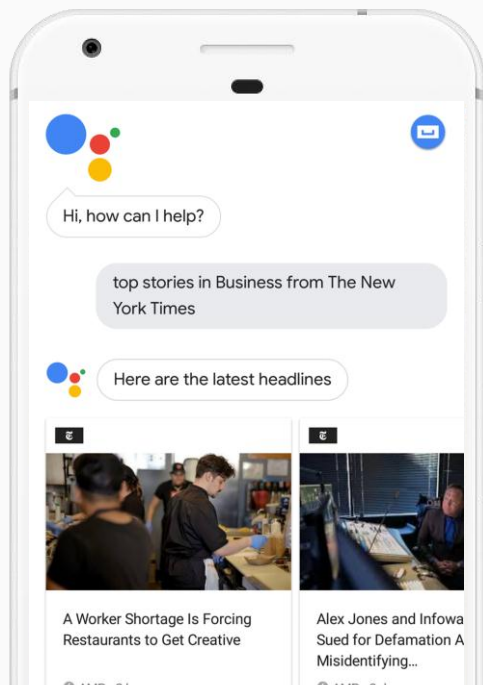
Conversational  
Actions



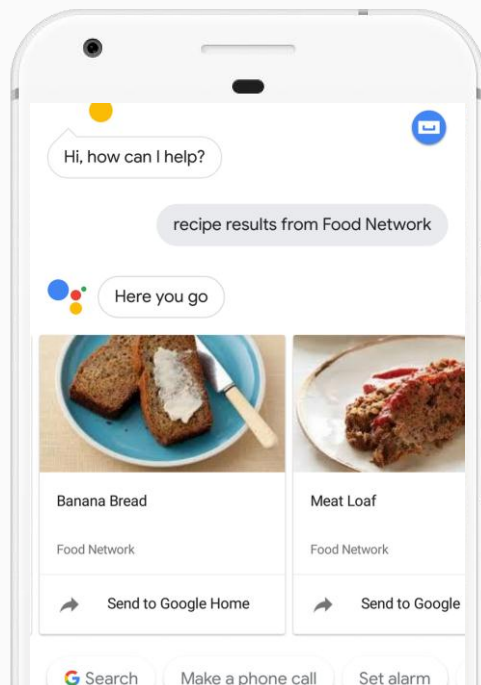
Custom Vertical  
Programs

# Content Actions

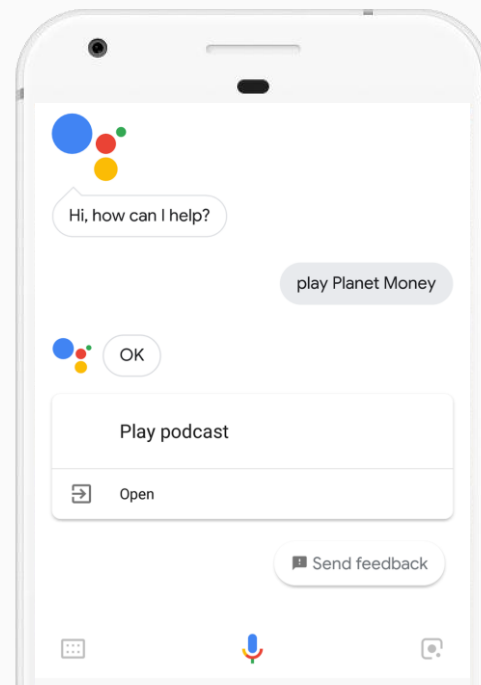
News



Recipes



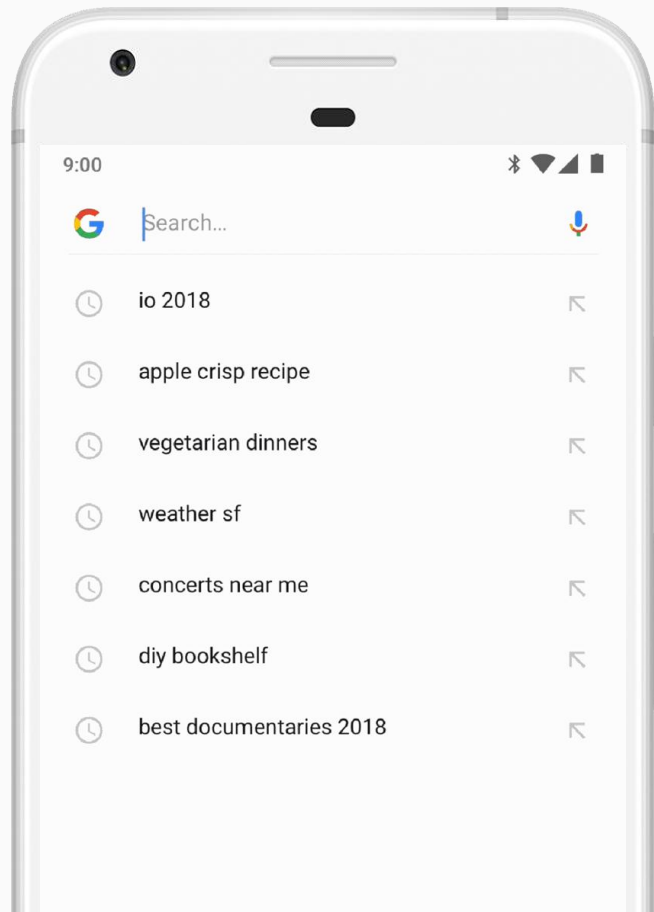
Podcasts



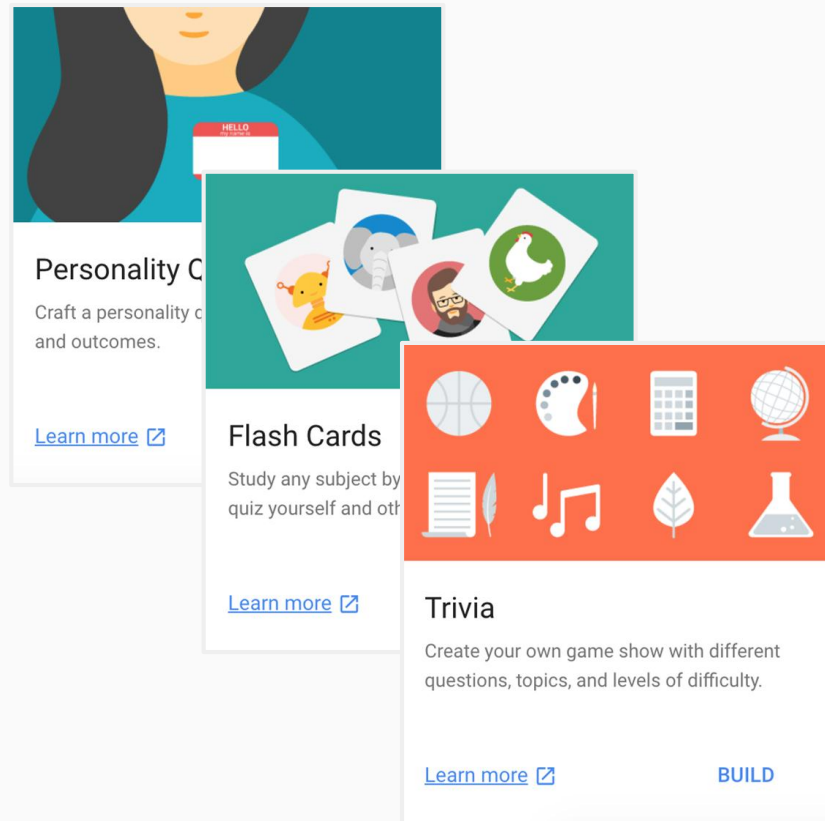


# App Actions

Re-engage and  
discover apps



# Templates for Conversational Actions



## Quick Start



Content  
Actions



App  
Actions



Templates

## More involved

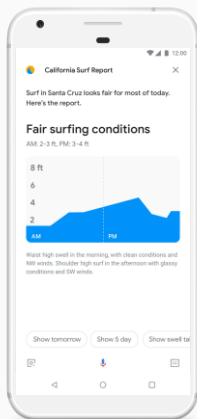


Conversational  
Actions



Custom Vertical  
Programs

# Conversational Actions



Hey Google, talk to California Surf Report



Sure! Here's California Surf Report.



Hi! I can give you wave and weather conditions for any beach in California. Where would you like to go surfing?

How about Santa Cruz



Surf looks fair for most of today. Waves will be 2-3 feet in the morning to 3-4 feet this afternoon. Expect glassy conditions and south-west winds. Have fun!

# Transactional Capabilities

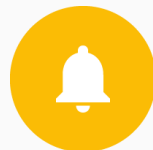
\* US, CA, UK, AU DE, FR, JP only



Google-Facilitated  
Payments



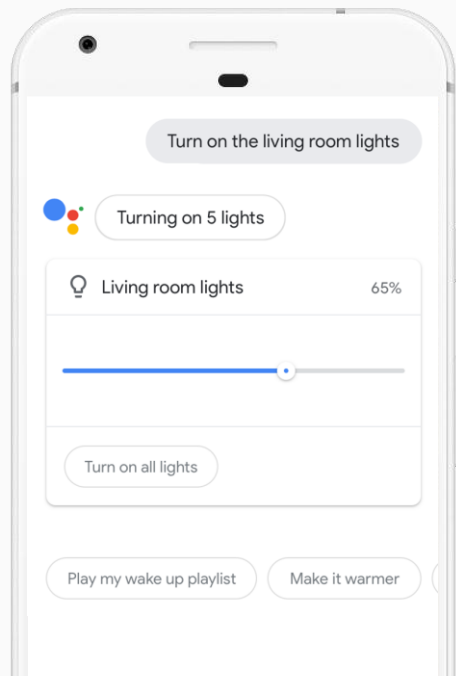
Seamless  
Account Linking



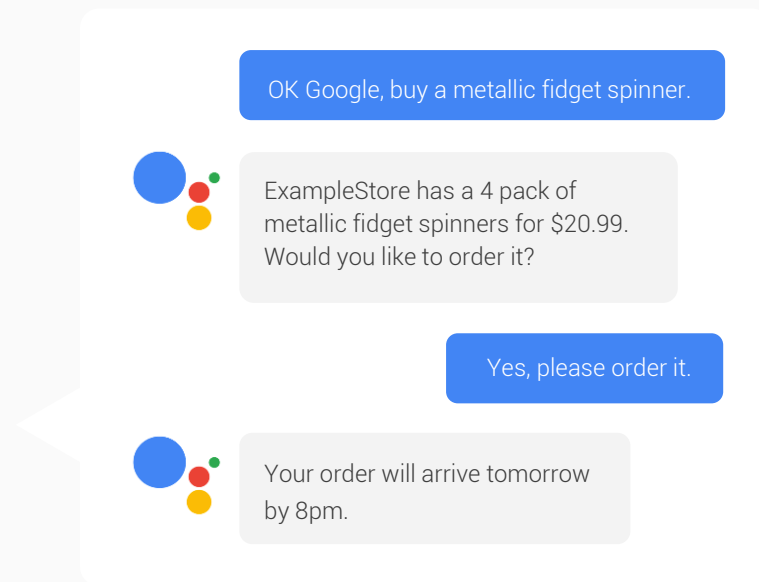
Re-engagement  
& Order Updates

# Vertical Programs

## Smart home



## Shopping



Check the weather


I want to play a  
game




Order me a coffee

Book me a nice  
restaurant tonight for  
2


# The time is right to build Actions for your brand




Reach new users  
across 500M+  
devices



Benefit from first-mover  
advantage on a new platform



Authentically connect with new  
and existing users



Develop technical know-how  
and help shape the platform



Get started at

[developers.google.com/assistant](https://developers.google.com/assistant)

# Thank you