To the outside observer, Natural Language Processing (NLP) may seem futuristic. [Only around](http://www.economist.com/technology-quarterly/2017-05-01/language) a third of smartphone owners use their personal assistants regularly (a hallmark of NLP technologies), even though 95 percent have tried them at some point, according to Creative Strategies, a consultancy. However, Natural Language Processing advances continue in leaps and bounds, as Digital Neural Networks (DNN) and Machine Learning become more intricate. Both technologies enhance NLP technologies up to 30 percent.

The Economist states, that this paradigm has shifted language technology from usable at a pinch to really rather good”. So, when Barclays, a British bank, offered an identification using a user’s voice and NLP, 84 percent of the users signed up within five months, indicating that consumers are jumping on the bandwagon and wanting more benefits from NLP.