

Voice Search

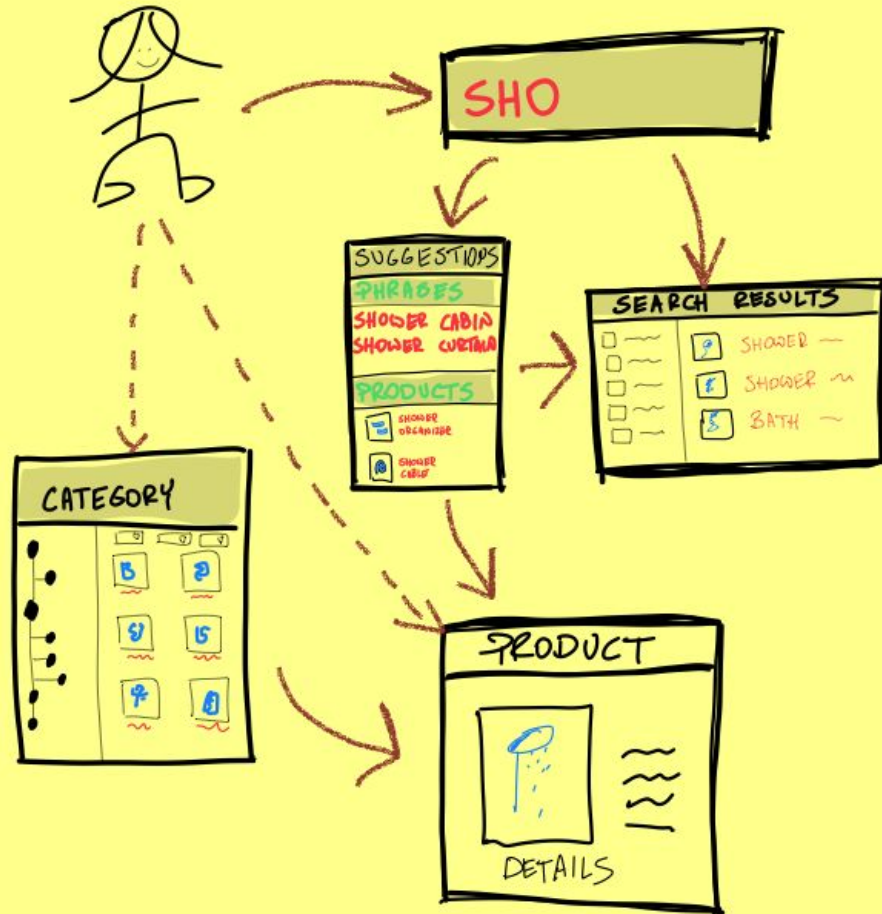
Challenges & opportunities



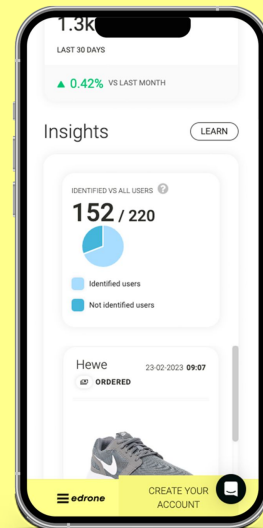
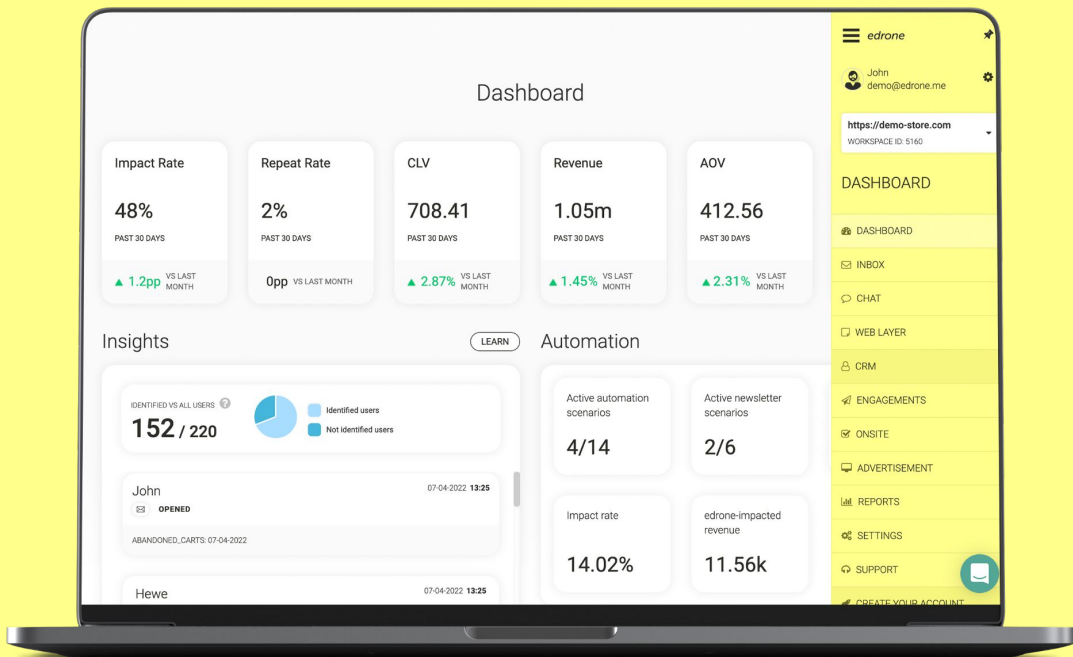
BASED ON TRUE EVENTS

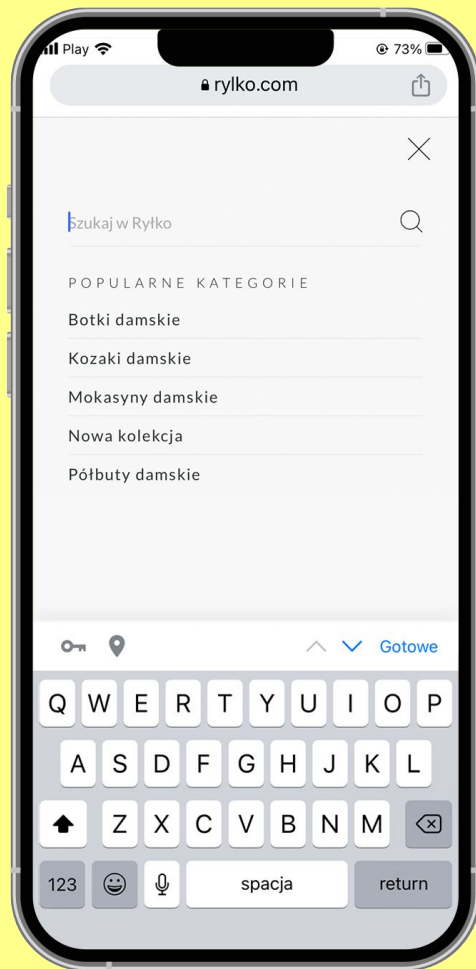


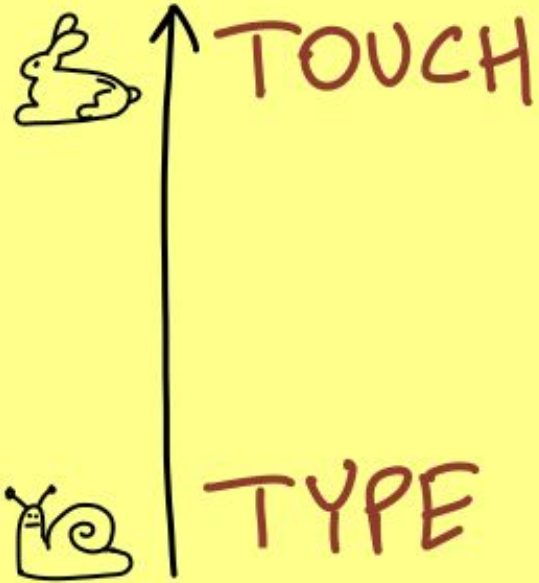


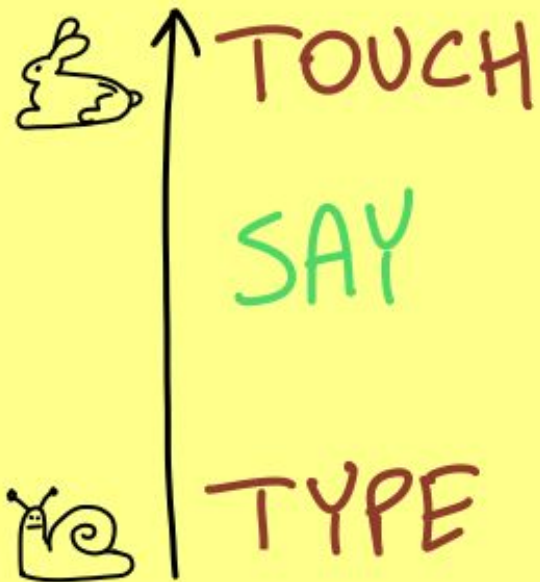


75% mobile

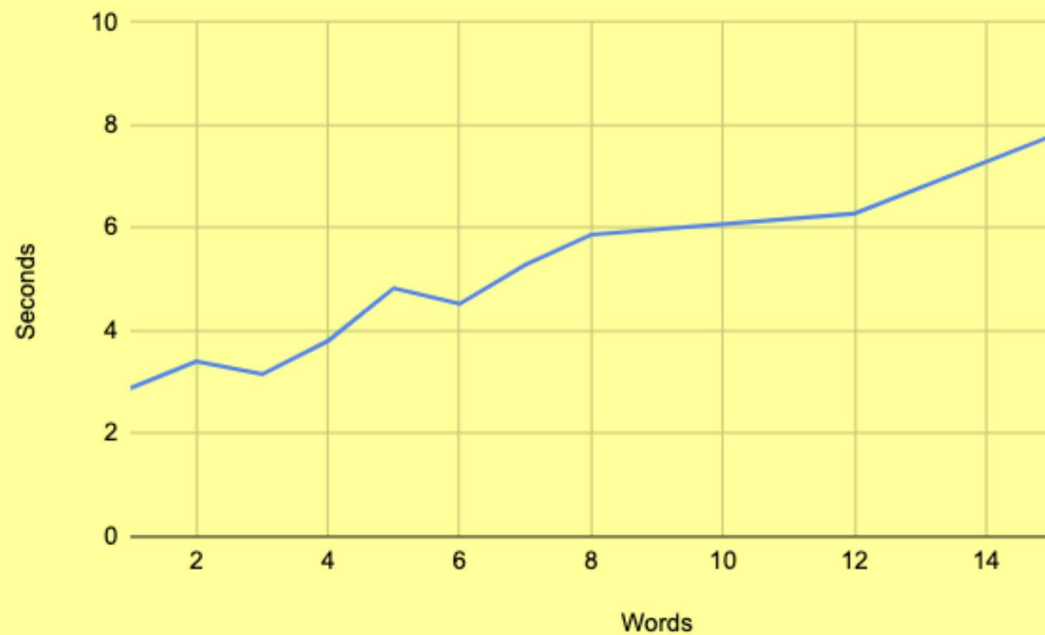




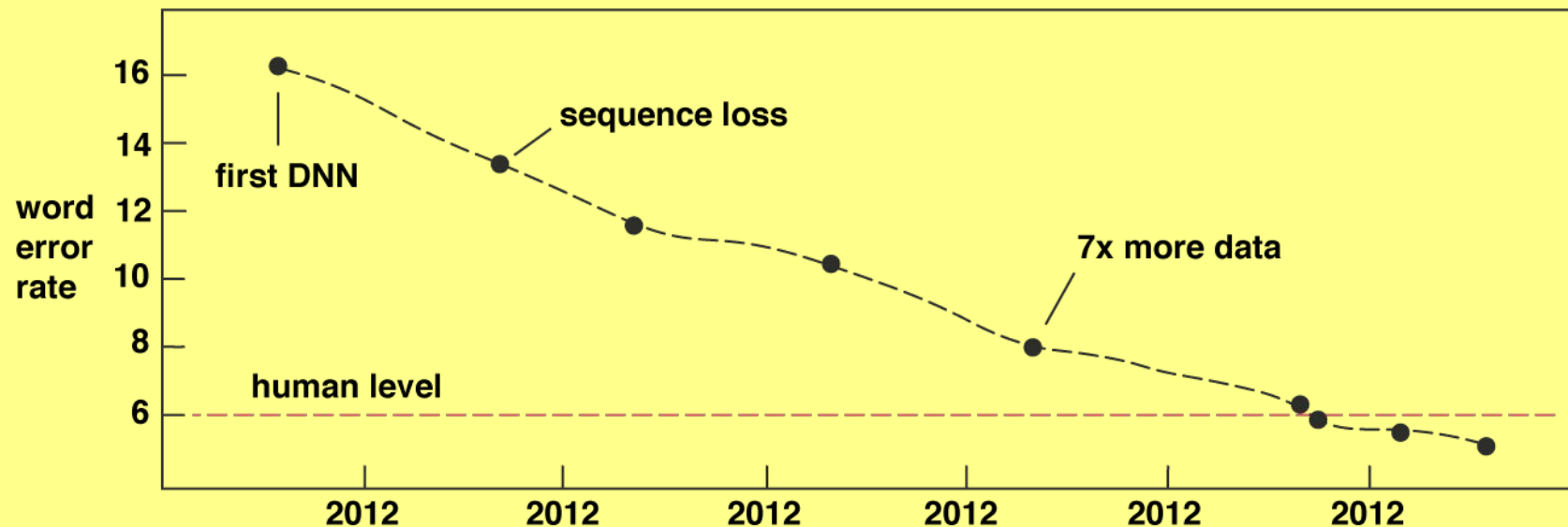




Total ASR duration including endpoint detection



Word Error Rate



Word Error Rate

“I am looking **for** red shoes for a wedding”

*“I am looking for **red** shoes for a wedding”*

Contextual biasing

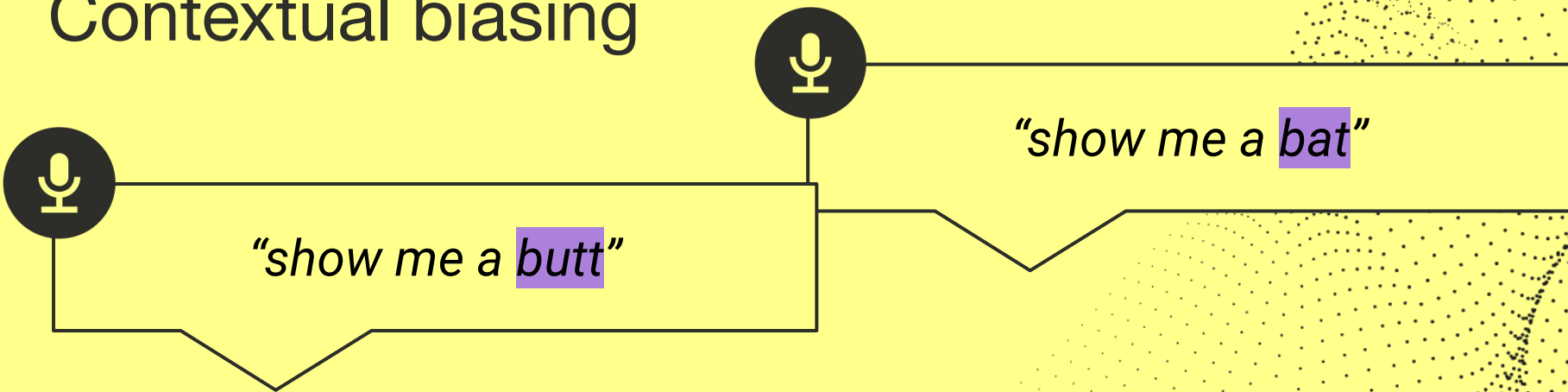


"sort **bicolor**"



"sort **by** colour"

Contextual biasing



Natural Language Understanding

COLOR

PRODUCT

SIZE

PRICE

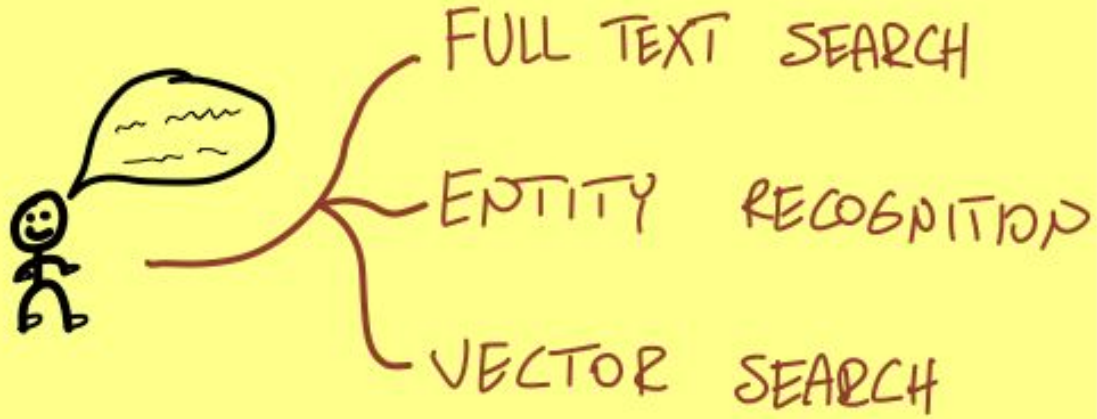
I'M LOOKING FOR WHITE CASUAL SHOES FOR A GUY, SIZE 42 AROUND \$100

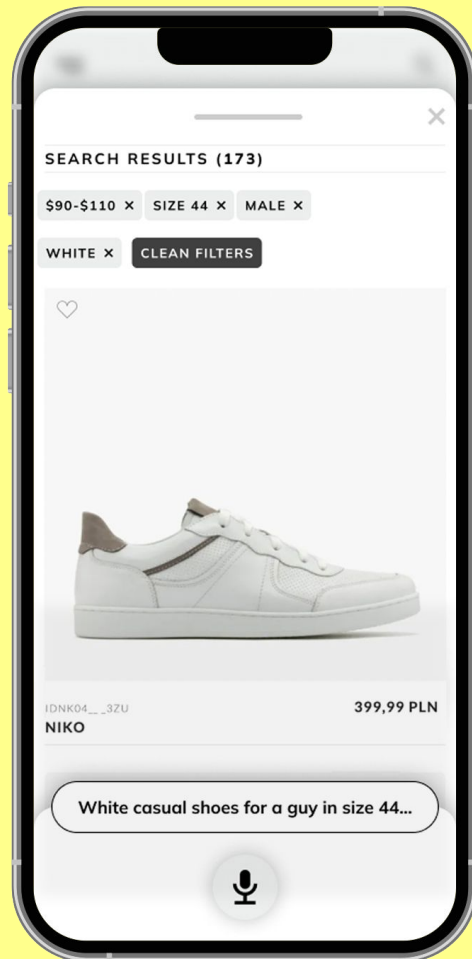
INTENT

STYLE

GENDER

OPERATOR





NLU



“I need two pounds of sugar”



“sugar under two pounds”

NLU



“I’m looking for shirt without stripes”



“I’m looking for shirt without stripes”

NLU | Shirts without stripes

Google

shirt without stripes

Wszytko

Grafika

Zakupy

Wideo

Mapy

Więcej

Narzędzia

Filtr SafeSearch -

Zaloguj się

Anabel

Gigi challenges the win...

Anabel

Gigi challenges the winter: a shirt without stripes, with ...

Pisk...

W magazynie

Men t-shirt short sleev...

Harrods

Ralph Lauren Kids Cotton S...

Anabel

Gigi challenges the win...

Darcy Clothing - W magazynie

Linen / Cotton Stripe Grandad Work Shirt - C...

Bond Suits

A Brown Striped Shirt from Mason & Sons - Bond S...

S...

Brak w magazynie

Men Color-block Stripes ...

Twitter

Denny Britz on Twitter: "This L...

Amazon.in

Buy Men Red Striped F...

BIG W

KD Boys Striped Shirt - Blue & ...

Basical - W magazynie

Women's oversized clas...

elbay - W magazynie

Kuhl Mens White Blue Striped ...

Darcy Clothing - W magazynie

Linen / Cotton Stripe Grandad Work Shirt - C...

SHEIN

Men Striped Geo Embro...

Amazon.in - W magazynie

Buy STOP by Shoppers Mens ...

T. Ties...

W magazynie

Light blue non-iron shir...

elbay

Brooks Brothers Men's...

Mark...

W magazynie

Pure Linen Striped Shirt...

Marks & Spencer

Linen Blend Striped Shi...

Ch...

W magazynie

Women's collarless cot...

Urban Outfitters Aust...

Without Walls Textured ...

Gutteri...

W magazynie

STRIPED POPELINE COT...

Amazon.in

Buy Shirts for Men Striped Full Sleeves Without Po...

L'Exception

Safe Chester cotton striped s...

Reklamy - Kup: shirt without stripes

SPADEK CENY

WYPRZEDAŻ

SPADEK CENY

NLU

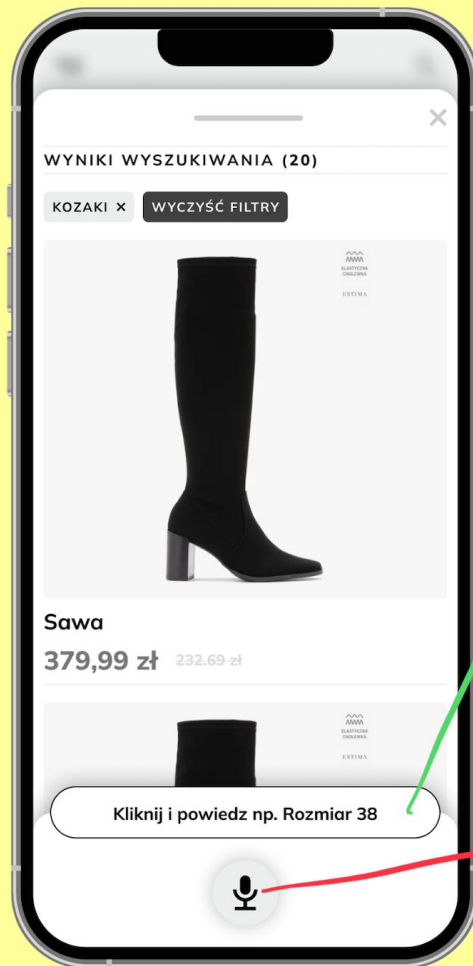


“Show me bags
that will fit A4”

Query vs Content Understanding



Customer Experience

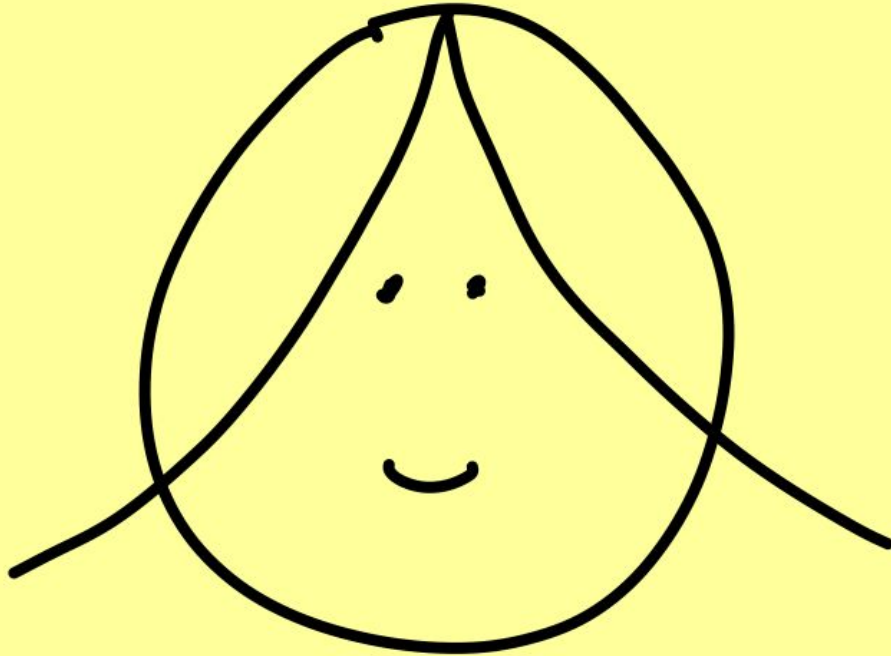


PROMPT

MICROPHONE

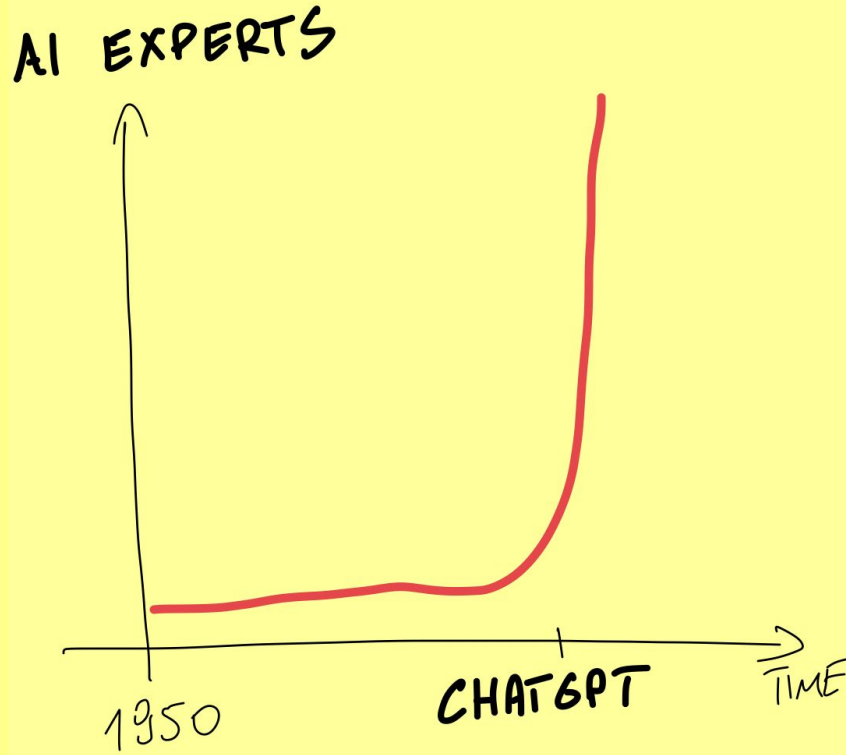


WTF?



Natural Language allows you to:

- **gather larger context**
- **skip to relevant filters easier**
- **guide the customer**



Thank you