

Alexa or Alexis?

INSIGHTS FROM RESEARCH ON THE
MARKETING OF THE FUTURE.



Anne Scherer

13. June, 2023

What used to be.

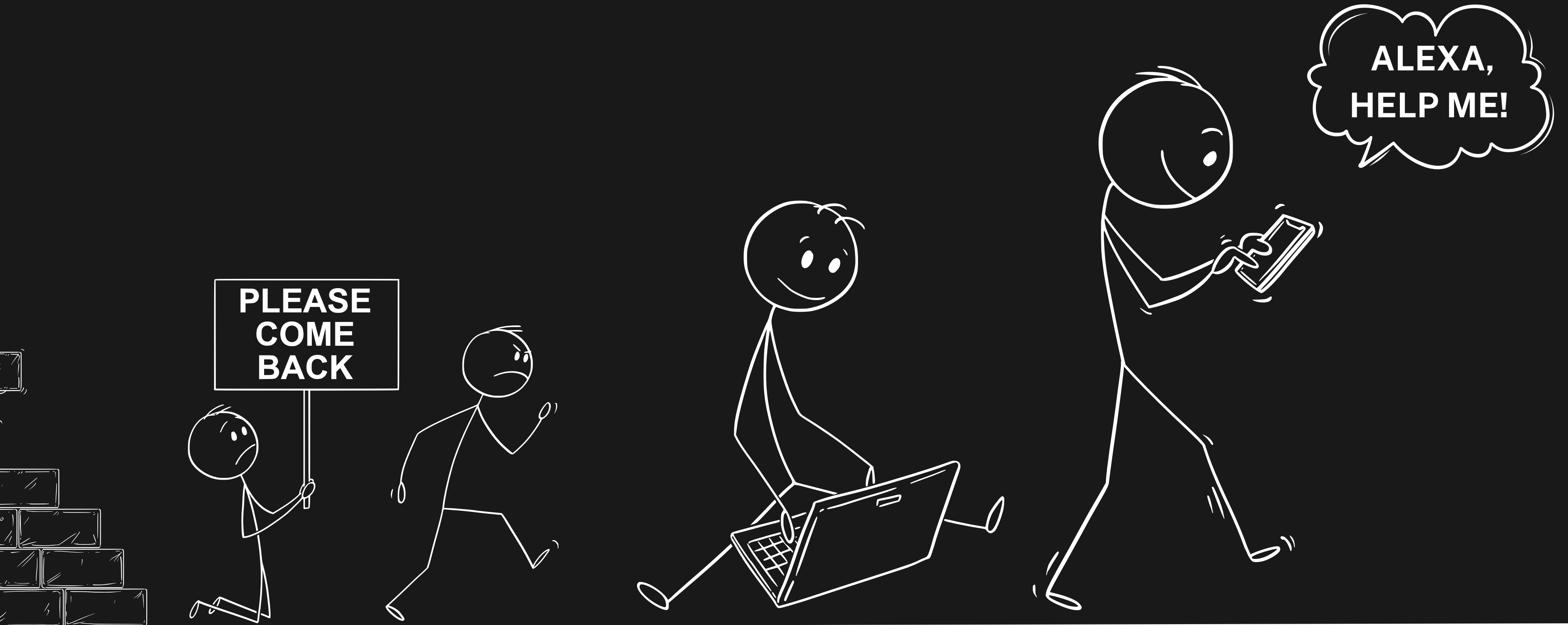
"Tante Emma" aka **Alexis** as a personal shopping assistant.



FROM BRICKS



TO CLICKS



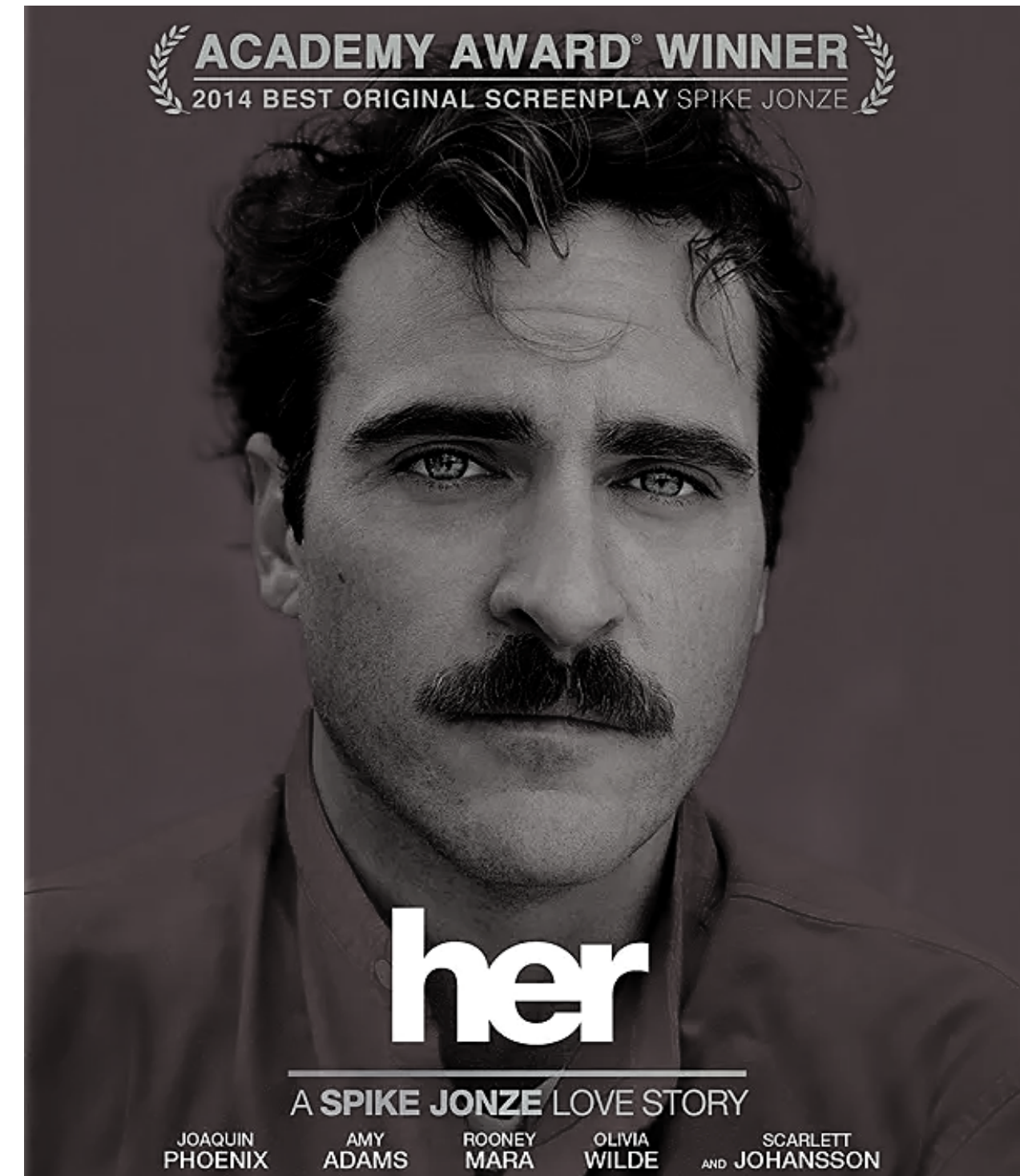
TO CONVERSATIONAL

What will be.

Alexa & Co. as personal shopping assistants.

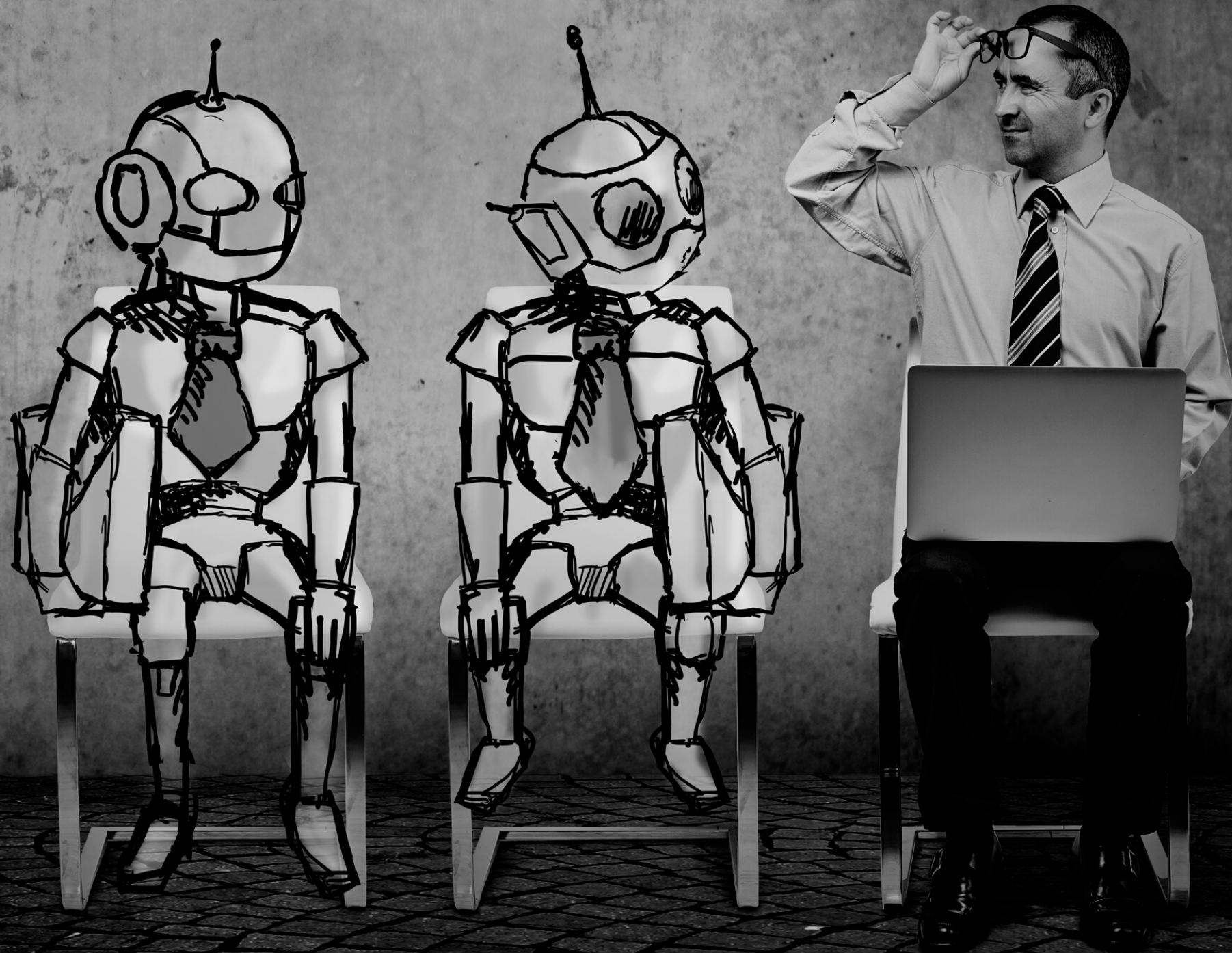
Alexa is obviously based on technology, but customers do not view her as technology. She has a personality; she is a friend.

Kris Zanoludin, Amazon



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HOW IS THIS NEW AI FRIEND DIFFERENT?

AI IS



**AVAILABLE.
ANALYTICAL.
APATHETIC.**

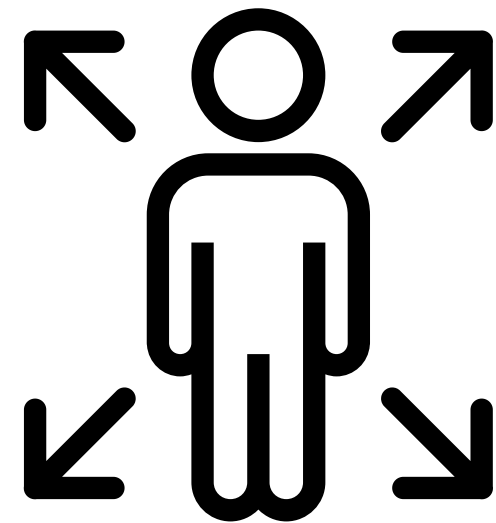


**EPHEMERAL CHARACTER.
SEQUENTIAL PROCESSING.
GREATER MENTAL LOAD.
TAKES MORE TIME & EFFORT.**

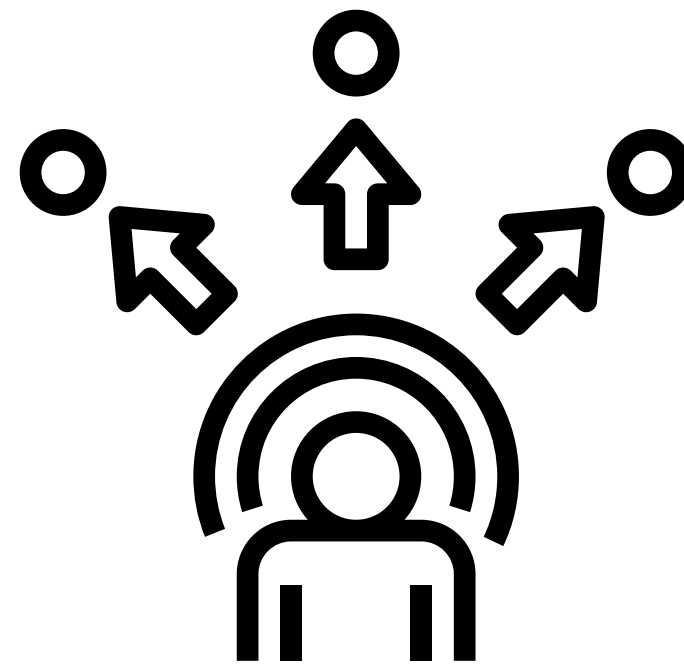
**WHAT'S DIFFERENT
IN A CONVERSATIONAL
WORLD?**

WHAT ARE THE CONSEQUENCES?

AI ASSISTANTS AS GATEKEEPERS.



**GREATER
INFLUENCE**



**LESS
OPTIONS**



**STRONGER
LOCKED-IN**

SO WHAT?

**WILL CUSTOMERS DELEGATE THIS TO AI?
IS YOUR BRAND TOP-OF-MIND?**



Alexa & Co. as Customers

When AI makes important purchase decisions, it is important to think of computers as customers.

Recognizable Brand Voice

In this conversational world, ensure that you have a recognizable and consistent brand voice.

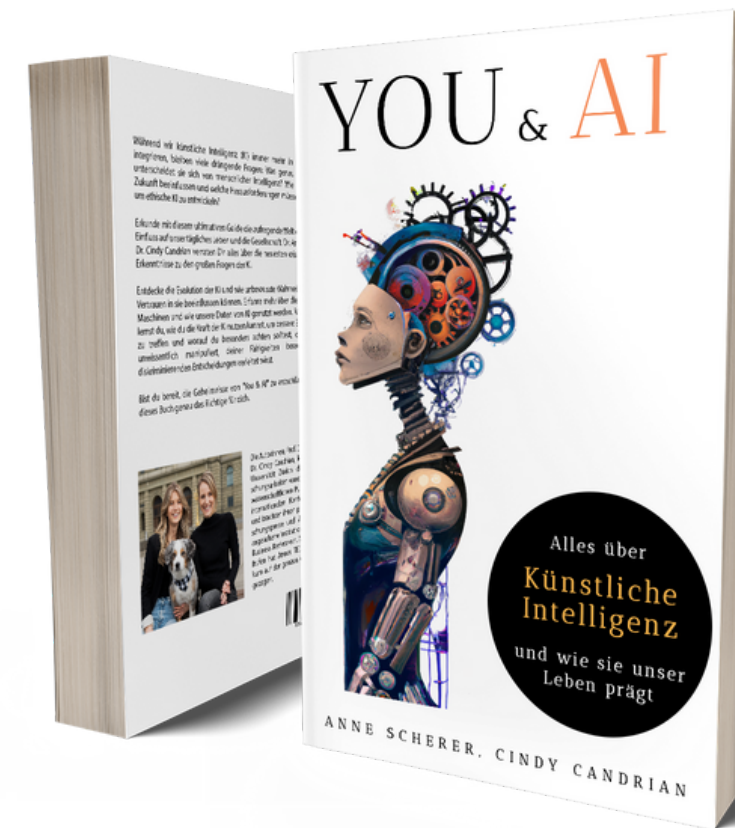
Thank you for listening!

QUESTIONS? COMMENTS?

Let's get the conversation started!

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Do you want to learn more about "You & AI?" Then don't miss our book.



DELTA LABS



University of Zurich ^{UZH}