



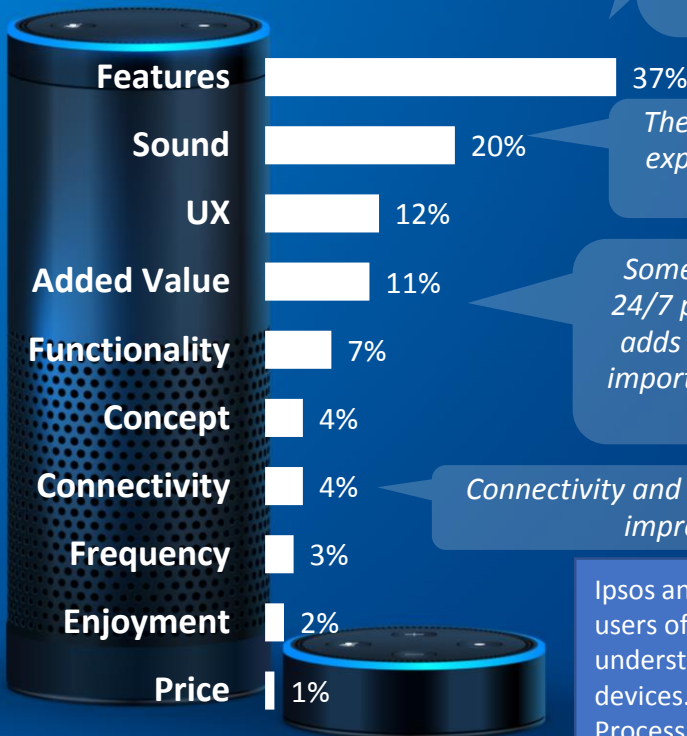
Amazon Echo – Black (1<sup>st</sup> Generation)  
 ★★★★★ 76,137 customer reviews

## LET'S ASK ALEXA

What can we learn from the experience of Amazon Echo users in the US, to predict adoption of Voice enabled devices in The Netherlands?

### What my users say

*Features that are so far particularly liked by my users are playing music or audio books, to set timers and alarms, to get morning briefings with updates on the weather, news and traffic, to verbally add items to a shopping list and to ask questions.*



*The sound quality exceeds my users expectations and is why they speak very positive about me*

*Some of my users say that having a 24/7 personal assistant in their home adds value to their life, it's the most important driver for rating me with 5-stars*

*Connectivity and setup leave room for improvement*

Ipsos analyzed ratings & reviews of almost 75,000 US users of the first generation Amazon Echo to understand how consumers experience Voice enabled devices. A combination of Natural Language Processing (NLP), driver analysis and human intelligence provided insights into the conversational theme's and sentiment, the context and impact on five-star ratings. This case study is an example of Ipsos new Social Insights portfolio to use rating & review data for product intelligence. More information on [www.ipsos.com/en-nl](http://www.ipsos.com/en-nl)