

SPEECH TECHNOLOGY AUDIENCE PROFILE

➤ WHO IS OUR AUDIENCE?

Level

C Level	27%
Vice President	3%
Director	13%
Manager	22%
Supervisor	10%
Staff	9%
Technical	16%

➤ PRIMARY JOB FOCUS

Customer Service/ Customer Experience	18%
Call Center	8%
IT/Technical	39%
Corporate/General Management	29%
Sales/Marketing	6%

➤ Average number of employees:

5,700

➤ COMPANY SIZE

Revenue

\$1 billion-plus	25%
\$100 million to \$999 million	15%
Less than \$100 million	60%

➤ Average company size:

\$986 million

➤ Average 2024 budget forecasted for speech- or voice-related products and services:

\$491,000

➤ KNOWLEDGE AND EXPERIENCE

WITH VOICE AND SPEECH TECHNOLOGIES

New to these technologies	16%
Enough knowledge and experience to do my job	39%
I consider myself knowledgeable	32%
I'm an expert	13%

➤ INDUSTRY

Automotive	4%
Banking/Finance	7%
Call Center	4%
Consulting/Integration/VAR	9%
Consumer Product Goods	7%
Voice/Speech Technology Solution Provider	13%
Education/Training	6%
Gaming-/Sports-Related	6%
Government (Federal, State, Local)	1%
Insurance	3%
Manufacturing	6%
Marketing	3%
Media/Publishing	2%
Medical/Healthcare/Pharma	3%
Nonprofit	2%
Professional Services	4%
Retail/Ecommerce	3%
Technology	10%
Telecommunications	1%
Travel/Hospitality	2%

Source: Speech Technology 2023 Reader Survey