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

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%

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%

Source: Speech Technology 2023 Reader Survey