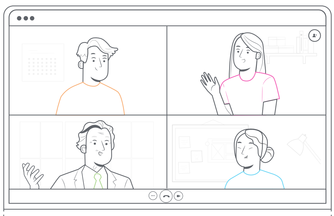
THIS INFOGRAPHIC COVERS SURVEY FINDINGS CONDUCTED IN INDIA

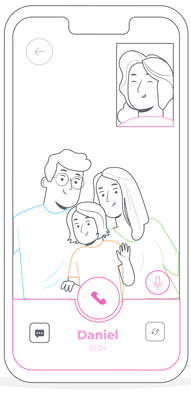
uniphore



VIDEO CONVERSATIONS

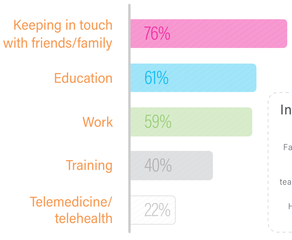
TRENDS, FAILS & WINS

Consumption patterns of video conversations since the onset of COVID-19 across personal and work life, challenges faced during these conversations, and respondents stance on the adoption of artificial intelligence (AI) to drive improvements in user experience

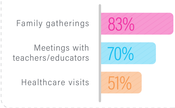


REASONS FOR VIDEO CONVERSATIONS

Since the onset of COVID



In the future



DARK SIDES OF VIDEO CONVERSATIONS

Dislikes

More exhausting than audio
32%

Having to get ready
30%

Seeing oneself on camera
27%

Challenges

People focus on looks
45%

Don't feel heard
33%

Can't tell if others are engaged
31%

Multi-tasking activities

Watching YouTube + Streaming
52%

Read social media/online news
39%

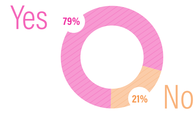
Online shopping
28%

Ordered a meal
27%

Bathroom visits
24%

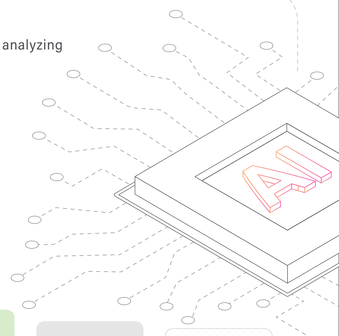
AI IN VIDEO CONVERSATIONS

Openness to AI/automation to improve experiences

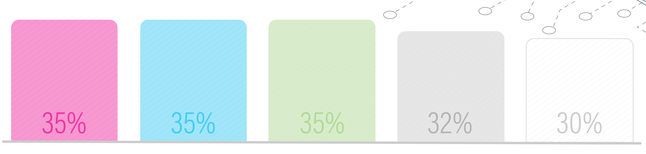


Feelings about AI analyzing facial expressions

Positive
70%



How AI can help



A survey of **1,000 U.S.** and **2100 consumers** across **Australia, India, Indonesia, Japan, Malaysia, Philippines, Singapore, UAE** and **Vietnam** was completed in June 2021 by Researchscape International, a market research consultancy, and through an online survey platform – Zoho. The survey was administered online and included representation across all age groups between 18 to 65+.

ABOUT UNIPHORE

Uniphore is the global leader in Conversational Automation. The Company's vision is to disrupt an outdated customer service model by bridging the gap between humans and machines using voice, AI and automation to ensure that every voice, on every call, is truly heard. To know more visit: **www.uniphore.com**

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