AI REPORT 2025

VOICE AI IN 2025 AND BEYOND

Transforming Member Support & Engagement with Voice AI

arch ai

Market Trends and Strategic Roadmap for 2025

WHAT IS VOICE AI?

Voice AI refers to the integration of voice recognition, natural language processing (NLP), and speech synthesis technologies to create intelligent, conversational systems.
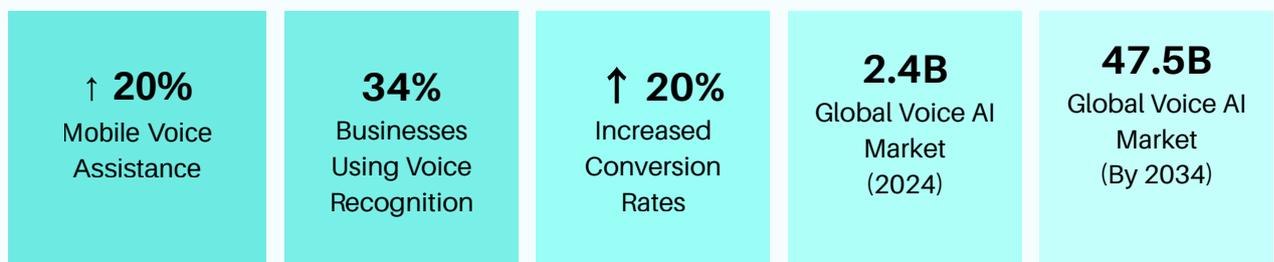
Unlike traditional IVR, modern Voice AI agents retain context, detect sentiment, and dynamically adapt responses—making them effective for both customer-facing and operational use cases.

OVERVIEW

Voice AI is no longer an emerging technology – it's becoming a core pillar of business operations. According to Market.us, in 2024, the global Voice AI Agents market reached 2.4 billion USD and is expected to grow to 47.5 billion USD by 2034, a staggering 34.8% CAGR (Market.us). North America leads the charge, with over 40% of global adoption, and the U.S. market alone reaching 1.2 billion USD.

Key Voice AI Market & Adoption Stats

- **UpCity** – 60% of smartphone users in the U.S. now interact with voice assistants regularly, up from 45% just a year earlier.
- **Deloitte / ProfileTree** – 34% of businesses already use voice recognition, and 60%+ plan to increase budgets by 2026.
- **McKinsey** – AI-driven communications can cut call handling time by up to 15% and increase conversion rates by 20%.
- **Market.us** – Global Voice AI Agents market reached 2.4B USD in 2024 and is projected to hit 47.5B USD by 2034 (CAGR 34.8%).
- **Market.us** – North America accounts for 40%+ of global adoption; the US market alone is worth 1.2B USD.

↑ 20% Mobile Voice Assistance	34% Businesses Using Voice Recognition	↑ 20% Increased Conversion Rates	2.4B Global Voice AI Market (2024)	47.5B Global Voice AI Market (By 2034)

This growth reflects a broader transformation in how organizations interact with people. Whether it's a union engaging members, a PEO supporting client employees, or a retirement platform advising on long-term planning, Voice AI enables natural, 24/7, and highly personalized conversations at scale.

At Arch AI, we don't just deploy AI and Voice AI systems – we craft the strategy, implement & integrate seamlessly, and manage change to transform technology into measurable business value.

We ensure that members and workers are included in every stage of model training through a structured framework that incorporates continuous feedback from employees. Our worker-first approach prioritizes their insights, needs, and lived experiences – creating solutions that truly serve them, not replace them. - Rodney Small, Founder and CEO, Arch AI

FROM IVR TO INTELLIGENT CONVERSATION

For decades, companies have relied on IVR systems that often frustrate callers with rigid menus and repetitive prompts. Voice AI changes that paradigm. By combining speech recognition, natural language processing (NLP), and neural speech synthesis, these systems can:

- Understand intent beyond keywords
- Retain context between exchanges
- Detect emotion and adjust tone
- Act as a seamless extension of human teams

This means a member can ask about both "this month's dues" and "how to update my address" or "what are my benefits "in the same conversation, without repeating personal details – and get both answered instantly.

MARKET GROWTH AND BUSINESS IMPACT

IMultiple research sources point to the same trend – Voice AI adoption in the U.S. is accelerating at an unprecedented pace. According to UpCity, 60% of smartphone users now interact with voice assistants regularly, a sharp increase from 45% just a year earlier. A Deloitte study reports that 34% of businesses already use voice recognition technologies, and more than 60% plan to increase their budgets for it by 2026 (ProfileTree). McKinsey's findings underscore the business impact: AI-driven communications can reduce call handling times by up to 15% and boost conversion rates by 20%. For unions, PEOs, and retirement platforms, this isn't just a technology shift – it's a strategic opportunity to enhance service quality, improve responsiveness, and build stronger long-term engagement.

ROI AND MEASUREMENT

A well-deployed Voice AI solution can produce results within months. Callin.io benchmarks show:

Understand intent beyond keywords	Retain context between exchanges	Detect emotion and adjust tone	Act as a seamless extension of human teams

These metrics are only some, which not only validate the investment but also form the basis for ongoing continuous improvement consulting, where performance data informs script adjustments, sentiment tuning, and cross-channel strategy.

WHY ORGANIZATIONS ARE INVESTING IN VOICE AI NOW

Unlike many tech trends, Voice AI adoption isn't driven by hype – it's driven by immediate, tangible gains:

- **Efficiency:** AI agents handle repetitive, high-volume calls instantly, freeing human teams for higher-value work.
- **Scalability:** Seasonal or unexpected surges in demand no longer require emergency hiring.
- **Personalization:** Context-aware conversations foster trust, improving customer satisfaction scores.
- **Compliance by Design:** Leading platforms include PCI, HIPAA, and GDPR protections as standard.

These drivers align directly with the consulting value chain – from business process mapping and ROI modeling to solution architecture and post-launch optimization.

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AI Customer Support ROI Calculator

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STRATEGIC ROADMAP FOR ADOPTION

1. **AI Audit & Consultation:** Target workflows with high volume and repetitive queries.
2. **Choose Deployment Model:** Cloud for scalability; on-premises for regulatory control.
3. **Pilot & Validate:** Use measurable KPIs (AHT, FCR, NPS) to assess value.
4. **Integrate & Scale:** Connect to CRM, HRIS, and analytics tools for full-cycle automation.
5. **Continuously Optimize:** Leverage AI analytics to refine scripts, sentiment handling, and conversion strategies.

WHY ARCH AI

✓ Worker-First Design – We don't just take direction from management; we involve members, employees, and stakeholders in every stage of decision-making and model training to ensure solutions truly serve them – not replace them.

✓ Member Intelligence – Our AI understands contract language, benefit structures, and labor-specific terminology, delivering accurate, relevant, and trustworthy responses.

✓ Seamless Integration – From Day One, we work within your existing systems and workflows, reducing disruption and accelerating adoption.

✓ Strategy Before Software – We map every touchpoint in the member or employee journey before writing a single line of code, ensuring technology aligns with your organizational goals.

✓ Proven Arch Clarity Loop Process – Align → Discover → Design → Build → Deploy → Learn framework ensures measurable outcomes and continuous improvement.

CONCLUSION

Voice AI is entering its decade of mainstream adoption, and its most powerful impact will be felt in sectors where human connection is critical but scale is a challenge. For unions, PEOs, and retirement platforms, this technology offers a way to serve every member or client with the immediacy, personalization, and reliability they expect

READY TO TRANSFORM WITH AI?

Schedule Your Strategic Consultation

ACRONYMS:
- AHT: Average Handle Time - the average time taken to resolve a customer interaction (including talk, hold, and wrap-up).
- FCR: First Contact Resolution - the percentage of cases resolved on the first interaction without follow-up.
- GDPR: General Data Protection Regulation - EU regulation that governs how companies collect, store, and use personal data, with strong privacy and consent requirements.
- HIPAA: Health Insurance Portability and Accountability Act - U.S. law that sets national standards for protecting sensitive patient health information.
- IVR: Interactive Voice Response - An automated phone system user.
- KPI: Key Performance Indicators - metrics used to measure success against business objectives.
- NPS: Net Promoter Score - a metric for customer loyalty and satisfaction, based on how likely they are to recommend you.
- PEO: Professional Employer Organization - A company that provides HR services such as payroll, benefits, compliance, and risk management for client businesses. Often acts as a co-employer for tax and benefits purposes.
- PCI: Payment Card Industry - Often refers to PCI DSS: Payment Card Industry Data Security Standard. A set of security standards designed to protect cardholder data and reduce credit card fraud.

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