To access our Alexa-Exclusive bonus content, be sure to enable the Aptos Skill in the Alexa Skill Store.

Analysts predict that by 2020, Amazon will have sold 60 million Echo devices in the United States. Amazon has over 1,000 engineers working on Alexa development projects. The Alexa Fund, a $100 million dollar investment fund specifically designed to foster voice technology innovation, is already in operation. Amazon has created over 12,000 skills in the Alexa Skill Store, and the Alexa Skills Platform has added over 1,000 skills since December 2017. At Aptos, we engage our customers differently with a deep understanding of their needs as retailers, collaborative long-term partnerships, and a direct stake in their success. Here are 10 things we think can help retailers prepare for the conversations to come...

Time to join the conversation: 10 Reasons why retailers should get to know Alexa

Alexa, add "coffee" to my shopping list.

Alexa, order paper towels.

Okay, paper towels. It's $32.87 total. Should I order it?

Yes.

The Alexa Fund

Amazon has over 1,000 engineers working on Alexa development projects.

Alexa could be the 4th pillar of Amazon.

Alexa-enabled spending could rise to between 5% and 15% of total Amazon purchases per Prime customer by 2020.

Alexa Skills

There are over 12,000 skills in the Alexa Skills Store.

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