

#InternalInnovation

#TalentEngagement

agorize

HACK MY VOICE



Using the **Voice of all employees** to create **new services for Total**.

Context

Would we have imagined 20 years ago that we could control a robot by using our own voice? In the age of **artificial intelligence**, the **rise of voice technology** is only just beginning, and is only waiting to push its limits.

Agorize and Total have joined forces to offer this unprecedented internal challenge, **to get the group's employees to contribute to innovation and strategy**. For this internal challenge, employees have been given a simple brief: **Imagine how to use voice to create new services using artificial intelligence**.

Challenged by experts, 4 teams were selected by the jury and reached the final. The winning team had the opportunity to prototype its concept and make its idea real.

102

Participants

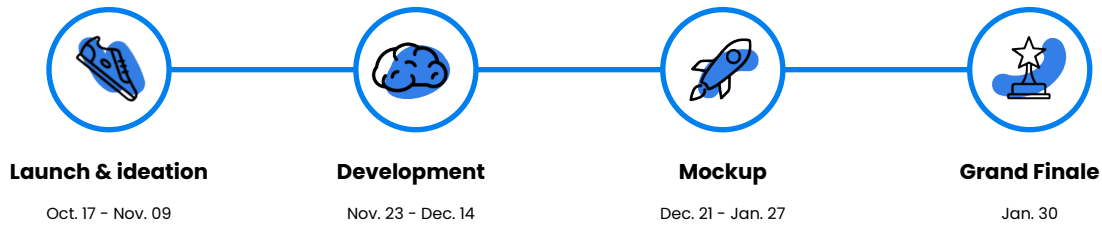
19

Countries

4

Finalist teams

Timeline



Results

Real success, the challenge has mobilized **more than 100 participants from 19 countries**.

For **4 months**, they've worked on their concept to imagine new services using the voice for TOTAL. Challenged by experts, 4 teams were selected by the jury and reached the final.

With their coach, the team players worked hard and realized their **video pitch and mock-up of their concept**.

On the 1st of February 2019, the jury makes a majority decision following deliberation: the winner is "Shop While Filling the Tank". The team will have the chance to realize its **prototype** and Hack their voice!

With the help of **Booster Paris**, the team will **participate to a Hackathon** and **spend a week to prototype their concept, then go on field to validate their hypothesis** and eventually **test it with real users!**

Discover 2 of the 4 finalists project:



1st place : Shop While Filling the Tank

Idea would be to use voice recognition to allow car drivers to order coffee, food or drinks while filling their tank.

This project:



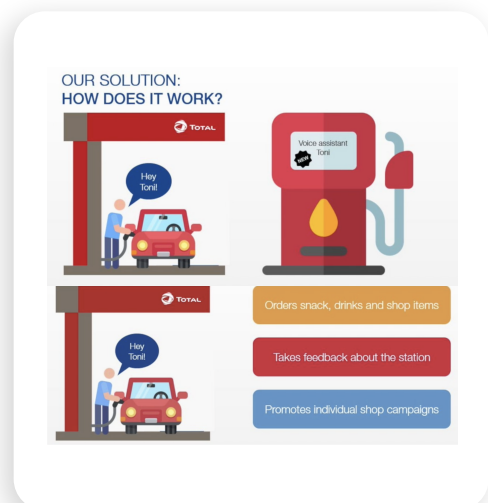
Saves times for the customer



Increases the customer satisfaction







Reinforces the brand awareness



2nd place : Heating Heroes

Heating oil is still an important commodity in the German market & beyond. However, as customers become older, the team wanted to simplify the ordering process by introducing voice-commerce skills.

This project:

-  **Simplifies the ordering process**
-  **Increases the level of satisfaction of the customer with additional service features**
-  **Improves accessibility, compatibility and independence**
-  **Overcomes digital divides**



About Agorize

Agorize is the **leading global platform for Open Innovation solutions**. Founded in Paris in 2011 with offices across Singapore, Hong Kong, Japan, Germany and Canada, Agorize has ran over **2 000 challenges for 300+ clients** including companies such as Amazon Web Services, AXA, Clarins, Electrolux, Enterprise Singapore, The Hong Kong Jockey Club, Lego, LVMH Fashion Group, Melco Resorts & Entertainment.

