

# Unata Launches Voice Ordering Capabilities for Grocers



New Voice Technology Integration to be Showcased at Shop.org Event

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TORONTO, Sept. 21, 2017 /PRNewswire/ -- **Unata**, the award-winning provider of 1-to-1 digital solutions for grocers, announces a new voice technology integration that will enable grocery retailers to offer voice ordering to their customers. The new technology will be showcased live at the Shop.org Digital Retail Conference in the Tech Lab on September 26 and 27 in Los Angeles.

With the rise in adoption of home voice assistants like the Amazon Echo and Google Home, the value of this hands-free, eyes-free technology is already being realized in everyday life, changing the way consumers purchase goods. This new level of simplicity is transforming customer expectations around the shopping experience, dividing retailers who adopt the technology from those who don't.

The first in the grocery industry to offer voice order capabilities for small to medium-sized retailers, Unata is helping grocers offer a new standard of customer convenience that will enable them to compete toe-to-toe with the likes of Amazon and Walmart.

Currently, the technology supports a number of shopping interactions, all made through simple, everyday conversation. This includes comprehensive list building, updates on sales and offers specialized for the shopper, placing orders, finding store information and more. Unata's voice offering is also integrated with its proprietary 1-to-1 personalization engine, ensuring every shopper interaction with the voice assistant is highly personalized and relevant.

"Voice tech is completely transforming the way consumers interact with retailers and purchase products," says Diego Maniloff, VP of Engineering at Unata. "By providing grocers the option to integrate with voice technology, we're helping them enhance their customer offering, become the go-to retailer the moment a consumer feels inspired to purchase and compete with industry behemoths."

Unata will be demonstrating the capabilities of this new integration at [Shop.org's Tech Lab](#), a new conference showroom dedicated to the technologies that are transforming the way retailers market, connect and serve their customers. At Unata's booth, designed to replicate grocery shopping from the comfort of your own kitchen, conference attendees can experience just how simple and powerful voice technology truly is.

## About Unata

Unata powers industry-leading digital experiences for North America's most well-respected grocers, with the mission to innovate the future of the grocery shopping experience. Unata enables 1-to-1 eCommerce, eCircular and eLoyalty experiences, powering the entire digital grocery experience through a single platform. Unata's award-winning work is featured by retailers including Lowes Foods, Raley's, Longo's and more. To learn more, visit [www.unata.com](http://www.unata.com) or follow Unata on [Twitter](#) or [LinkedIn](#).

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