RegiVoice: Formless Onboarding Platform

Vision & Value Proposition

Transforming the Gateway to Your Event

Traditional online registration forms are friction points where potential attendees are lost. RegiVoice transforms this cold utility into an intuitive, engaging first impression. By letting users speak or chat naturally, the registration process becomes a welcoming interactive experience.

Key Value Drivers for Event Organisers:

- **Frictionless Onboarding:** Eliminates multi-field typing, decreasing registration drop-off rates on mobile devices.
- **Dynamic Multi-Language Support:** Automatically detects spoken language and accents, ensuring accessibility for global audiences.
- **Instant Data Verification:** Automatically checks email formats, company details, and eligibility criteria in real time before confirmation.
- **Sponsor-Ready Intelligence:** Gathers deeper intent data beyond simple dropdown checkboxes, providing richer insights to event partners.
- **Omnichannel Scalability:** Operates smoothly on a mobile browser for a 100-person leadership retreat or on a lobby kiosk for a 10,000-person conference.

Attendee & Stakeholder Impact

1. The Distracted Executive (Attendee)

Busy, mobile-first professional who frequently abandons lengthy registration workflows when prompted for complex work details and billing addresses while on the move.

The Impact: RegiVoice allows them to register hands-free in seconds via an audio snippet.

"I registered for the annual summit in under 20 seconds while walking through the airport. I just spoke my name and affiliation, and the AI took care of the rest."

2. The Event Producer (Organiser)

Responsible for meeting registration targets, maximizing database accuracy, and keeping onboarding drop-off metrics low.

The Impact: Replaces error-prone manual text fields with parsed, structured database records, resulting in cleaner data pipelines.

"We saw a 40% reduction in cart abandonment on our registration page, and our marketing database has never had cleaner job titles and contact info."

3. The Sponsor Activation Manager (Non-Obvious Stakeholder)

Focused on generating high-quality B2B leads from the event and verifying demographic eligibility for target VIP tiers.

The Impact: Instantly qualifies registrations against company domain registries, providing validated lead pools for exhibitors.

"Rather than sorting through fake email addresses and typos post-event, RegiVoice verified attendee professional credentials instantly during onboarding, ensuring high-quality networking matches."

Feasibility Assessment

A. Technology Readiness Level (TRL): TRL 6

"The TRL scale (1–9) tells us how close a technology is to being reliably used in the real world — 1 is a raw idea, 9 is fully proven and deployed at scale."

Current Standing: NLP models (like OpenAI Whisper and GPT-4 API) excel at voice-to-text translation and unstructured extraction. The key element requiring live testing is conversational state management, ensuring that missing fields are requested smoothly during a voice sequence.

Live-Event Challenges: Ambient noise during walk-up registration, unstable network connections, and the need for zero-latency background APIs (such as domain validators and CRM syncs) under high concurrent usage.

B. Operational Feasibility (BRL): BRL 5

"The BRL scale (1–9) measures how ready an innovation is for real-world deployment — from early concept through to proven, scalable business model."

Operational Considerations for Event Teams:

- **Integration:** Must connect natively with primary event tech stacks (e.g., Cvent, Eventbrite, HubSpot) via webhooks to update registration databases in real time.
- **Setup Complexity:** Requires a simple, non-technical dashboard interface where planners can input required registration fields and custom validation rules.
- **Privacy & Security:** Requires clear opt-in permissions for audio processing to comply with GDPR and CCPA regulations, ensuring that raw voice recordings are immediately parsed and deleted after structured text extraction.

Prototyping & Pilot Roadmap

Phase 1 — MVP & Internal Validation

- Build a single-page web app integrating a speech-to-text API (e.g., Whisper) and an LLM parser to extract three core fields: Name, Company, and Ticket Type.
- Test the internal prototype with 50 staff members using different mobile configurations, headsets, and speech accents.
- **Success Metric:** Achieve >95% accuracy in structured data parsing from continuous conversational audio.

Phase 2 — Controlled Live Pilot

- Launch a voice-registration pilot for a small 100-attendee roundtable event, placing the voice recorder widget adjacent to the traditional form.
- Test edge cases such as ambient background noise, speech pauses, and correction flows.
- **Success Metric:** At least 30% of registrants choose the conversational track over the manual form, completing it successfully.

Phase 3 — Iterate & Integrate

- Standardize webhook integrations with major marketing automation tools (e.g., Salesforce, HubSpot).
- Build automated fallback systems: if voice parsing fails, dynamically transition the user to a text chat-bot or a pre-filled form.
- Validate commercial pricing structures, testing a model based on cost-per-registration compared to flat monthly subscriptions.

Phase 4 — Scale & On-Site Deployment

- Roll out RegiVoice for multi-track, enterprise-scale summits.

- Integrate the service directly onto smart-kiosk hardware in physical event lobbies to handle walk-up registrations seamlessly.

Strategic Launch & Market Integration

Strategic Alliances

- **Event Platforms:** Form joint ventures with event ticketing networks (Eventbrite, Whova) to act as a value-add add-on during the checkout process.
- **Event Production Agencies:** Partner with AV production agencies to pitch conversational onboarding as a premium attendee experience element.

Rollout Strategy

- Focus on high-value B2B tech conferences first, where tech-savvy audiences are eager to try modern interface paradigms.
- Publish high-visibility case studies demonstrating reduced registration friction and increased conversion rates.

Macrotrend Alignment

- **Voice-First User Interfaces:** Directly mirrors the consumer shift toward conversational AI, voice messages, and digital assistants.
- **Frictionless UX Expectations:** Addresses the modern expectation of instantaneous, low-friction digital interactions on mobile devices.

Next Step

Action Plan (Next 30 Days): Configure a simple speech-to-text API endpoint using a pre-trained language model, and execute an internal text-parsing test using five unstructured voice notes to evaluate data extraction reliability.