

MARKETING

Amazon, Microsoft integrate voice assistants, share features across Alexa, Cortana

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Users of Amazon Alexa can use the features of Cortana, and vice versa. Image credit: Amazon

By STAFF REPORTS

Two major players in the digital world are joining forces as Amazon and Microsoft integrate their respective voice assistants, Alexa and Cortana.

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The two companies will now allow users of one voice assistant to access the features of the other. This move is meant to help both companies combat the success of other virtual assistants such as Apple's Siri and Google Assistant.

Voice assistant integration

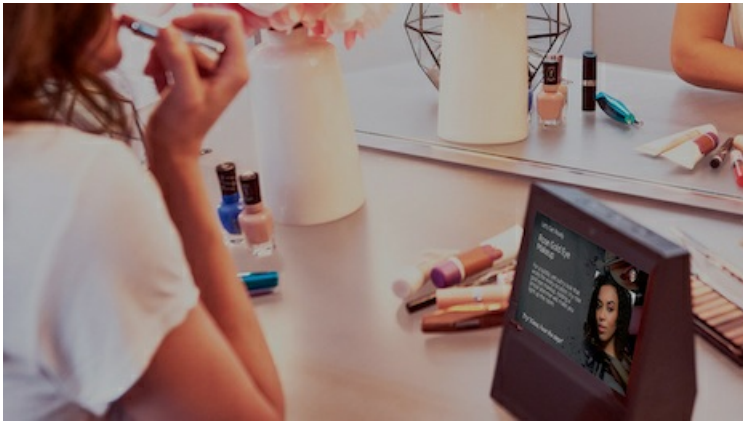
While Apple was the first major tech company to introduce a personal assistant with Siri back in 2014, a number of other companies have responded with their own versions of a virtual assistant since then.

Google, Amazon and Microsoft all have their own takes on a virtual assistant competing for the top spot among user's daily habits.

A year ago, Microsoft and Amazon announced that they would be joining forces and integrating features between Cortana and Alexa.

Now, as reported by CNBC, the deal is finally coming to fruition. Users of Microsoft's Cortana will be able to use Alexa functions, such as ordering off Amazon, and vice versa.

Voice assistants have become a major factor in consumers' lives, and some luxury brands have already begun to take notice.



Coty Inc. looks to the future with Amazon. Image credit: Coty Inc.

For example, personal care group Coty Inc. is predicting a shift in the luxury market and opening a door for beauty brands to enter the untapped potential of artificial intelligence and voice control.

Coty has undergone an about face with Amazon, embracing a partnership with the recent foe in hopes to bring beauty tutorials into the future. Many experts believe that AI assistants such as Amazon's Alexa will be vital going forward, which Coty is anticipating with a new Alexa skill ([see story](#)).

Any brand that has created an Alexa skill will now also be available to users of Microsoft's Cortana.

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