Voice Interaction Growth and User Sentiment Analysis

Six-Month Study of Voice Feature Adoption, Satisfaction Impact, and NPS Effect — May–October 2025

EXECUTIVE SUMMARY

This study tracks voice feature adoption and its impact on user satisfaction across a six-month observation window (May–October 2025). Voice chat usage grew 200% industry-wide in 2024; on the AIGirlfriends.ai platform, voice sessions as a proportion of all sessions grew from 18% in May 2025 to 34% in October 2025. Users who activate voice report 23% higher satisfaction scores than text-only users in the same subscription tier. Sentiment coding of 12,000 post-session surveys reveals distinct emotional register differences between voice and text interactions.

VOICE ADOPTION TRAJECTORY (MAY–OCTOBER 2025)

Voice chat as a proportion of all platform sessions grew steadily across the observation period, with acceleration following a product update in August 2025 that improved voice latency by 40%.

- **May 2025: 18% of sessions included voice**
- **June 2025: 21% of sessions included voice**
- **July 2025: 24% of sessions included voice**
- **August 2025: 28% of sessions (post-latency improvement)**
- **September 2025: 31% of sessions**
- **October 2025: 34% of sessions**

Among new premium subscribers (those who upgraded during the observation period), 72% activated voice chat within 30 days of upgrading. Voice is now the primary stated reason for upgrading among 68% of converters who respond to post-upgrade surveys.

SATISFACTION IMPACT

Voice users consistently score higher on satisfaction metrics than text-only users within the same subscription tier, controlling for tenure and usage frequency.

- **Text-only premium users: mean satisfaction score 7.1 / 10**
- **Voice-enabled premium users: mean satisfaction score 8.7 / 10 (+23%)**
- **Text-only free users: mean satisfaction score 6.2 / 10**
- **Voice-enabled free users (trial or partial): mean satisfaction score 7.4 / 10 (+19%)**

The 23% satisfaction lift persists when controlling for tenure, age, and relationship status. It appears to reflect an intrinsic property of vocal interaction rather than a selection effect (i.e., more satisfied users choosing voice).

Voice session length exceeds text session length by a mean of 11 minutes (34 vs. 23 minutes average). Longer sessions are a plausible mediator of the satisfaction effect, but satisfaction scores remain elevated even when session length is held constant.

SENTIMENT ANALYSIS: VOICE VS. TEXT

Post-session surveys include three open-text fields: 'How did you feel during this session?', 'What did you most value?', and 'What would you change?'. NLP sentiment coding across 12,000 responses (6,000 voice, 6,000 text-only, matched by tenure and subscription tier) reveals significant register differences.

- **Warmth / connection language: 3.1× more frequent in voice session responses**
- **Anxiety or stress language: 2.4× less frequent in voice session responses**
- **Requests for more interaction: 1.8× more frequent in voice session responses**
- **Cognitive engagement language (thinking through problems): similar frequency in both**

Voice interactions appear to serve primarily emotional and relational functions; text interactions serve a broader range including cognitive and practical support. The two modalities complement rather than substitute each other.

RETENTION EFFECT OF VOICE ACTIVATION

Voice activation is the strongest single predictor of 6-month premium retention identified in our churn model.

- **Premium users who never activated voice: 6-month retention 61%**
- **Premium users who activated voice within 30 days: 6-month retention 84%**

The 23-percentage-point retention gap represents millions of dollars in annual recurring revenue at scale. It also reflects the intuitive mechanism: voice creates a qualitatively different attachment dynamic that makes cancellation feel more costly.

Intervention: users who have been premium for 14 days without activating voice now receive a personalised prompt. Preliminary results show voice activation rates increasing 18% among targeted users.

DATA TABLE

Month	Voice % of Sessions	Avg Voice Session	Voice Satisfaction
May 2025	18%	28 min	8.4 / 10
Jun 2025	21%	29 min	8.5 / 10
Jul 2025	24%	30 min	8.6 / 10
Aug 2025	28%	33 min	8.7 / 10
Sep 2025	31%	34 min	8.8 / 10
Oct 2025	34%	34 min	8.7 / 10

METHODOLOGY

Platform session data from May 1–October 31, 2025. Voice session defined as any session containing at least one audio message from the user. Satisfaction scores from opt-in post-session survey (displayed after every 10th session, 34% response rate). NLP sentiment coding applied to 12,000 matched post-session open-text responses using a custom classifier trained on 4,000 hand-coded examples (F1 score 0.83). All user data anonymised before analysis.