## **CPA**

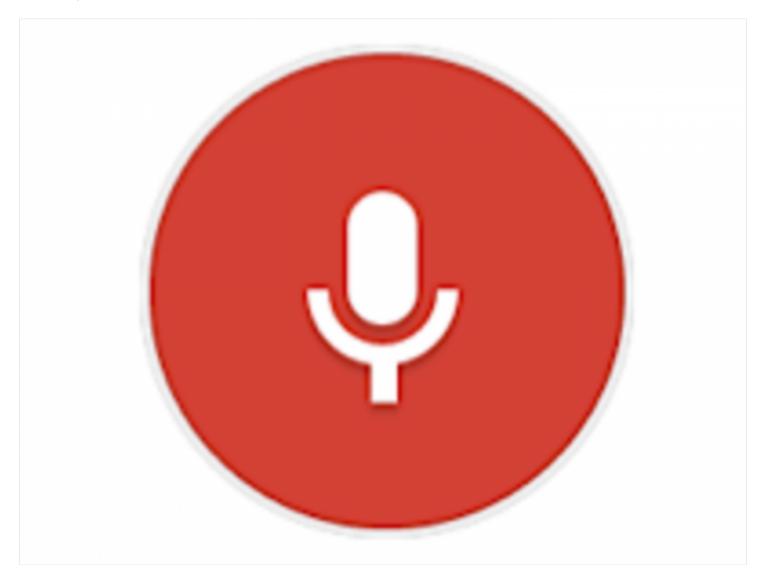
## Practice **Advisor**

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activate the Cortana voice assistant to verbally ask CCH AnswerConnect Tax Assistant a federal tax question and Cortana will either read the answer back or automatically search ...

Jun. 14, 2018



The line between personal and professional technology continues to blur, and with nearly one in five adults accessing a smart speaker in their home (according to Voicebot.ai research), voice technology is poised to be the next technology to impact

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automatically run a search to retrieve the best matches to the question. As a result, professionals can get the answers they need without leaving a tax return, spreadsheet or document, making the workflow more efficient and productive.

"We collaborate closely with customers and witnessed first-hand how professionals call out questions to colleagues across a room," said Jason Marx, CEO, Wolters Kluwer Tax & Accounting, North America. "Enhancing CCH AnswerConnect with voice-enabled technology is a natural way to augment technology based on how professionals really work."

Launched in 2017, CCH AnswerConnect has revolutionized the way both practitioners and corporate tax professionals research federal, state, and international tax questions. Unlike traditional tax research products that require users to search through various publications and documents to find what they are looking for, CCH AnswerConnect offers users an option to access answers along with expert guidance to help them quickly, easily and confidently complete their work. CCH AnswerConnect supports users with intelligent search capabilities, a broad selection of tools and practice aids, and an innovative and intuitive design that puts all relevant information together.

A live demo of the voice-enabled CCH AnswerConnect Tax Assistant is available at booth 411 during the AICPA Engage conference.

Since its launch in 2017, CCH AnswerConnect has received numerous accolades including:

- Finalist, 2018 CODiE Award, Best Content Search, Discovery & Analytics Solution
- Gold 2018 Stevie New Product of the Year Content Search Technology Solution
- 2017 America's Tax Technology Firm of the Year
- Bronze 2017 Golden Bridge Award, Best Product, Service or Innovation of the Year

Technology

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