



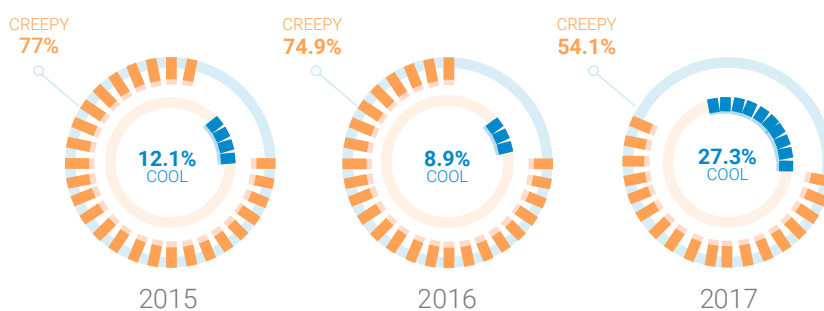
CREEPY OR COOL?

RichRelevance recently surveyed shoppers in 4 different countries – America, UK, France and Germany – to find out attitudes towards today's shopping experiences. The results unveiled some marked similarities as well as differences in attitudes towards technology initiatives.



FACIAL RECOGNITION BECOMES COOLER

Facial recognition technology identifies you as a loyal customer and relays your preferences to the salesperson in-store. Over the past three years more consumers are becoming comfortable with this technology.



SHARING DATA

Over three quarters of UK consumers are happy to share more data with retailers if it improves the customer experience



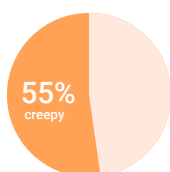
VOICE RECOGNITION

The ability to search and order products using voice-recognition technology e.g. Siri, Alexa, Google Home, proved popular



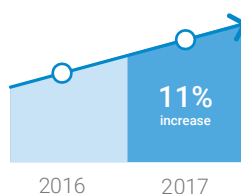
DATA & AI

Most creepy is retailers using data/AI to choose and order products for shoppers without human input



FINGERPRINT TECHNOLOGY

The 'coolest' technology as voted in the UK is fingerprint technology that would allow them to pay for goods and get automatic home delivery



ROBOT ASSISTANTS

The UK are divided when it comes to robot assistants in store

