

In-Store Personalization:

CREEPY or COOL?

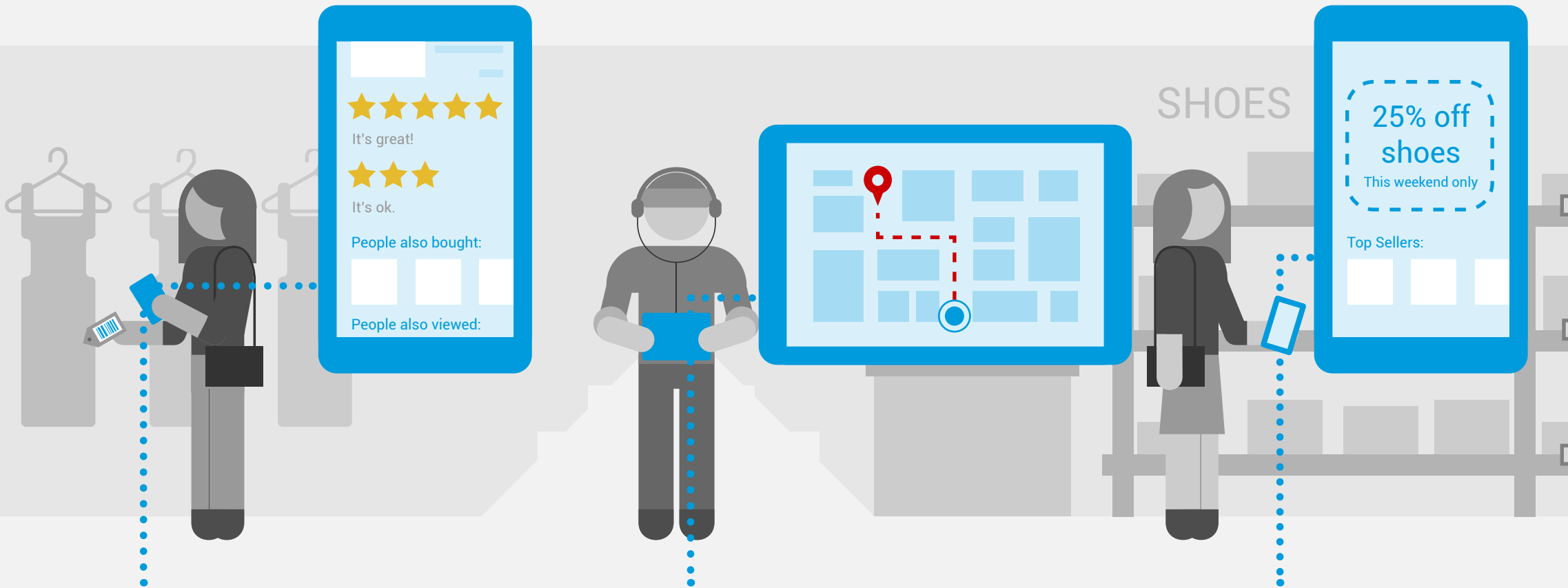
Consumer Attitudes towards 'The Store of the Future'

As consumers increasingly engage with their mobile devices while in store, retailers are seeking more ways to meaningfully connect with them. Our study of US consumers highlights which of these connections are "cool"—aiding discovery of relevant products or information—and which are "creepy"—requiring more transparency or explanation to help the shopper feel secure.

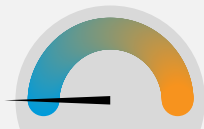
Omnichannel presents a major opportunity for retailers to define interaction in the store of the future, and this study reveals the underlying consumer sentiment for each new touchpoint today.

COOL

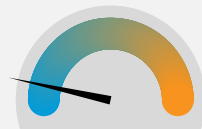
Shoppers welcome relevant information and promotions when they are in the product research/purchase journey.



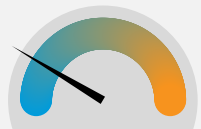
Product scan displays relevant product reviews and recommendations on mobile device



Interactive map shows item locations and charts efficient store path

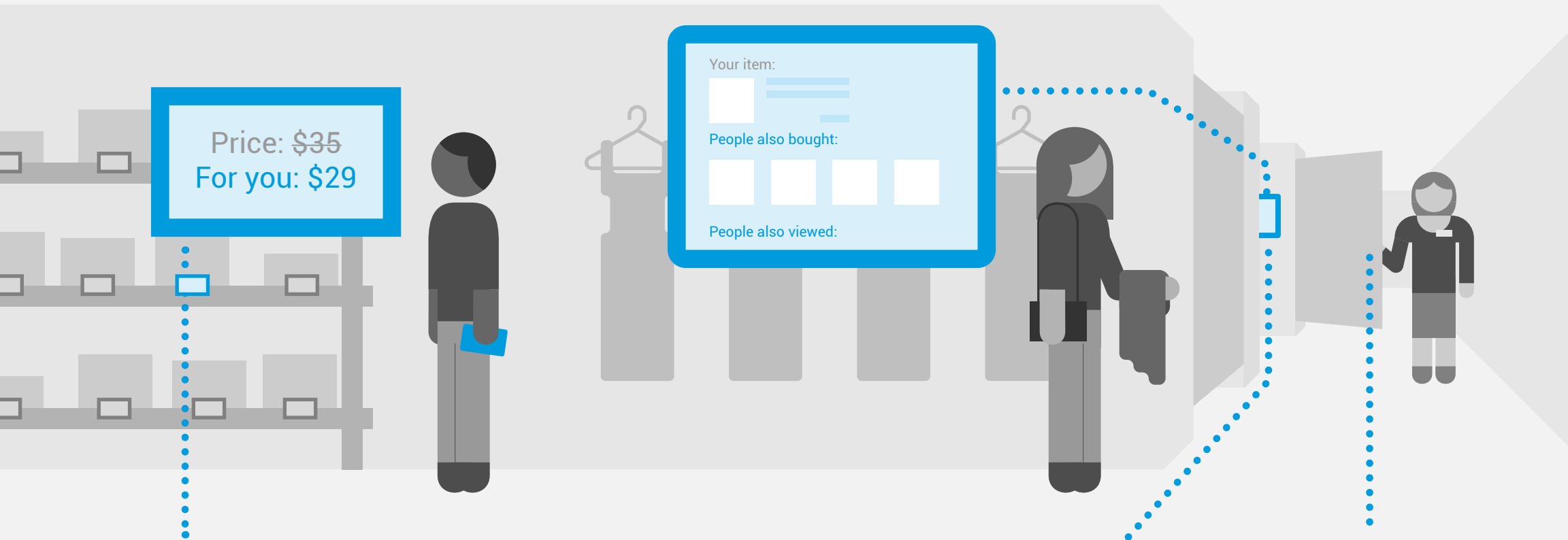


In-store location triggers personalized product recommendations, promotions and coupons on mobile device



GETTING CREEPY

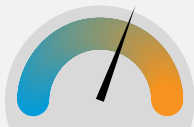
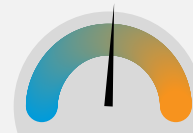
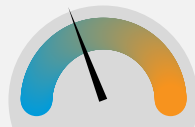
Some services—particularly in dressing rooms—may be perceived as intrusive when shoppers are not ready to receive them.



Digital screens display **dynamic prices** tailored just to you

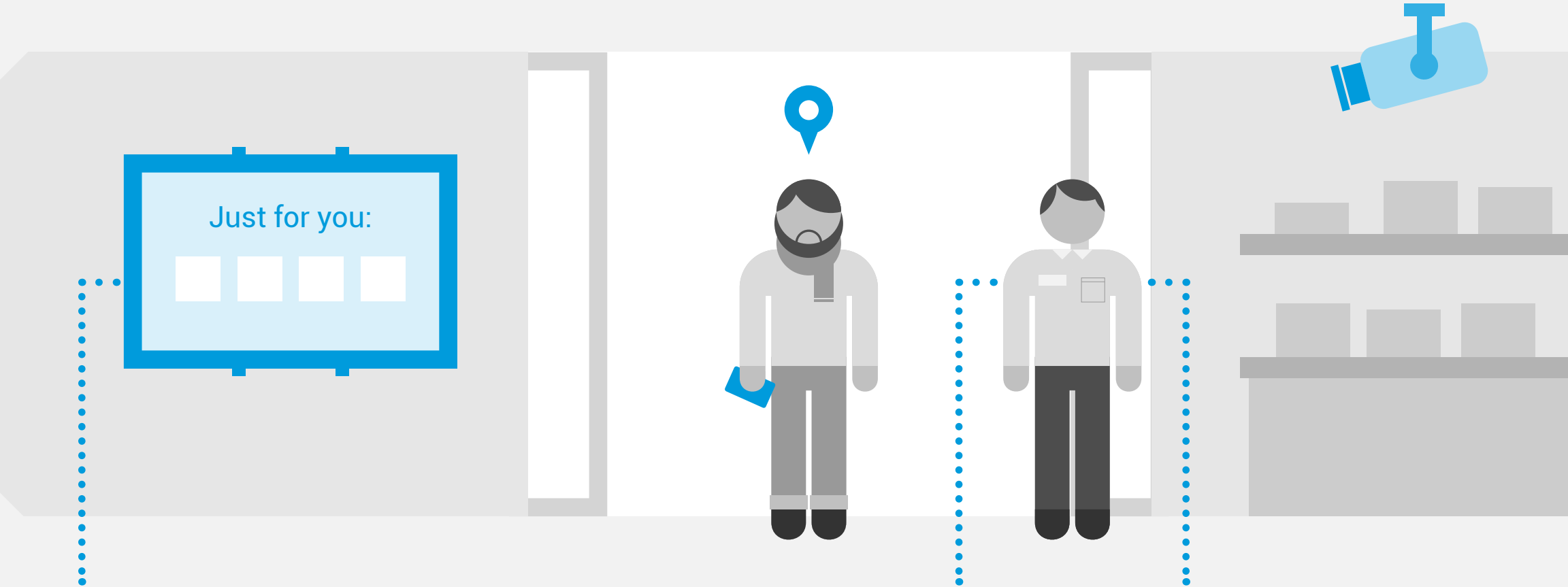
Dressing rooms have digital screens that display recommended products

A salesperson unlocks a **dressing room** door based on your store location

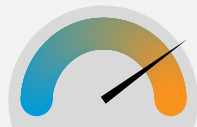


CREEPY

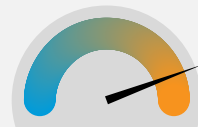
Facial recognition that ties shoppers to individual preferences and attributes might be too “big brother” for the store, as is a location-triggered associate greeting.



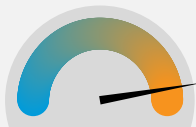
Facial recognition technology **identifies your age and gender** to target advertisements on digital screens




A salesperson greets you by name when **your mobile device triggers your entrance** in-store.



Facial recognition technology **identifies you as a high-value shopper** to a sales associate



SUMMARY



76% cool: Mobile product scan with recommendations

69% cool: Mobile interactive map

44% cool: In-store location deals

42% creepy: Dynamic pricing

55% creepy: Digital recommendations in dressing rooms

62% creepy: Salesperson unlocks dressing room

73% creepy: Facial recognition enables targeted advertising

74% creepy: Salesperson greets you by name based on mobile trigger

75% creepy: Facial recognition identifies your spending habits to salesperson

Contact RichRelevance today to learn how you can implement the *coolest* omnichannel personalization capabilities on your site, store, contact center or mobile channels.

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Methodology: This nationwide survey of 1,016 consumers was conducted by RichRelevance in April 2015.

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