



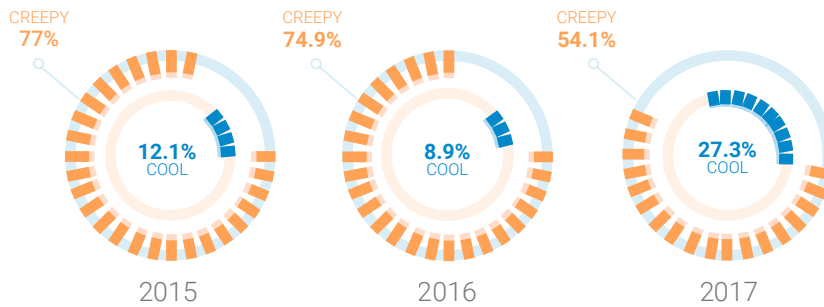
# CREEPY OR COOL?

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



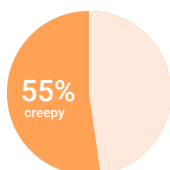
### VOICE RECOGNITION

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



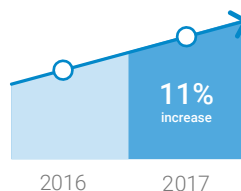
### DATA & AI

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

