CREEPY OR COOL?

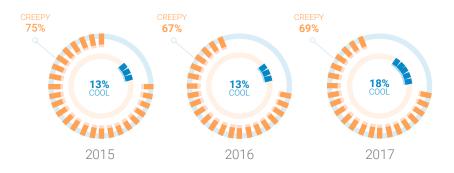


RichRelevance recently surveyed shoppers in 4 different countries – America, UK, France and Germany – to find out attitudes towards today's shopping experiences. The results unveiled some marked similarities as well as differences in attitudes towards technology initiatives.



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.



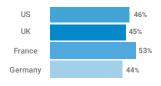


Over three quarters of US consumers are happy to share more data with retailers if it improves the customer experience





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





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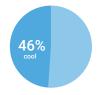
Most creepy is retailers using data/Al to choose and order products for shoppers without human input





FINGERPRINT TECHNOLOGY

Fingerprint technology was voted as one of the "coolest" as it would allow shoppers to pay for goods and get automatic home delivery





KARAI Y221214V12

The U.S. is divided when it comes to robot assistants in store

