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Creepy or Cool?

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In a recent study from omnichannel personalization company RichRelevance, consumers shared their insight into the latest advancements in retail, rating customer experience innovations as creepy, cool or indifferent. When it comes to the cool factor, 46% of U.S. respondents said using voice recognition technology to search for and order products is cool, while just 22% find it creepy. Using a fingerprint to pay for items in-store with automatic home delivery is cool, according to 46% of consumers, but 34% think it's creepy. Four in 10 consumers think robots guiding them to certain products in the store is cool and 39% think it would be cool to leave a store with items without checking out (instead your account would be automatically charged). **GP**