

Digital Platforms and the Customer Journey - UK - February 2020

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This report looks at the following areas:

- Using mobile biometrics to support purchases on other devices
- Social networks could send tailored product notifications

The majority of consumers are favouring online purchasing ahead of in-store, although there continues to be a fine balance between security and convenience with this process. Many consumers like using biometrics ahead of passwords, and are happy for sites to remember their card details for future purchases. Conversely, the vast majority are concerned about the security of using a voice assistant for a purchase, which will be a significant early roadblock for voice commerce.



“There are many emerging technologies that are developing the buying experience, such as the ability of AR to visualise a product before purchasing. Additionally, smartphone-based buying has significant potential for growth due to its reliance on biometrics ahead of passwords, and its role in both the online and in-store shopping experience.”

– Zach Emmanuel, Consumer Technology Analyst

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