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“2020 saw dramatic changes in consumer behavior and expectations out of necessity. These expectations will continue to grow and evolve today – and in the future. Brands will need to move with greater agility to not only meet, but exceed these expectations.”

Scott Wassmer, GM of the Americas
A Pulse on Evolving Consumer Expectations and Digital Readiness

How ready is your brand to keep up?

Amidst the COVID-19 pandemic, how we interact with the world changed drastically out of necessity. Our expectations of the brands we interact with also fundamentally shifted. Though a digital transformation has been underway for some time, the pandemic accelerated consumers’ adoption of digital far faster than what many brands were ready for. So, what are consumers’ new expectations of brands and what is their digital readiness?

Appnovation’s research measured Canadian and American consumers’ digital readiness and future expectations of the brands they interact with. Our research uncovered four overarching consumer expectations across all verticals:

1. Consumers expect and want more online brand interactions in the future.
   Across industries, online interactions have increased during COVID-19, and consumers state they’d like this trend to continue – even in industries like automotive and grocery, where interactions have traditionally been in-person.

2. Millennials’ expectations for a seamless digital experience surpass those of other generations.
   Though Gen Z is not far behind, Millennials are the cohort of consumers that have the highest expectations for smooth and efficient digital experiences, no matter the industry. Expectations for a seamless digital experience run through various industries that include, but aren’t limited to, health & wellness, retail, travel & tourism, and more.

3. There’s an expectation that in-person consumer experiences get more digital, too.
   As people begin to safely venture out of their homes and into public spaces, they’re looking for hybrid human-digital experiences. An increased comfort with touchless technologies propels this – though that comfort varies by industry, with consumers citing places like hospitals, airports, and hotels as the spaces they’re most comfortable in.

4. There’s an appetite for touchless technologies, though brands need to address concerns like security in order to make consumers feel comfortable.
   Consumers like the convenience, security and accessibility that voice recognition offers, but have mixed feelings surrounding facial recognition. With an increased focus on delivering personalized experiences, brands will walk a fine line in leveraging the right technology while ensuring it’s not intrusive to the experience.

“Though digital transformation is not a new concept, the pandemic has accelerated people’s expectations of digital beyond what many brands were ready for.”

Allison Humphries, VP Strategy
Consumer Expectations from Brands During COVID-19

- Care for the safety and wellbeing of their employees: Expected 72%, Hoped 23%, Did not care 5%
- Support local communities however they can: Expected 39%, Hoped 50%, Did not care 11%
- Educate consumers about safeguarding measures the brand is taking against the virus: Expected 51%, Hoped 35%, Did not care 14%
- Provide pandemic pay: Expected 31%, Hoped 53%, Did not care 17%
- Adopt new digital solutions to deliver products/services to consumers: Expected 42%, Hoped 41%, Did not care 17%
- Enhance existing digital solutions to deliver products/services to consumers: Expected 41%, Hoped 38%, Did not care 21%
- Digitally inform consumers with their latest updates: Expected 42%, Hoped 36%, Did not care 22%

Millennials have higher expectations that brands use technology to shape their customer experiences.
Consumer expectations of brands are expected to continue along the same lines for the next year or so.

This means just under half of consumers expect or hope the brands they interact with will adopt or enhance digital solutions to better meet their demands.

Other top expectations of brands continue to be caring for the safety of employees and communicating its safety measures publicly.
Consumer Expectations and Digital Readiness

Apart from following proper social distancing guidelines, over half of all consumers perceive technology-based services as important to have, if not a deal-breaker.

There’s also appetite for digitally-enabled self-service options in-store, signalling that the in-person experience will get more digital in the future.

51% of consumers want to see self-service kiosks and 58% want to see self-checkouts.

Importance of Services and Amenities

<table>
<thead>
<tr>
<th>Service</th>
<th>Critical dealbreaker</th>
<th>Important to have</th>
<th>Nice to have</th>
</tr>
</thead>
<tbody>
<tr>
<td>Proper social distancing guidelines</td>
<td>52%</td>
<td>31%</td>
<td>17%</td>
</tr>
<tr>
<td>Send out an alert in case of any infection</td>
<td>41%</td>
<td>37%</td>
<td>22%</td>
</tr>
<tr>
<td>Provide tap and go payment options</td>
<td>21%</td>
<td>45%</td>
<td>34%</td>
</tr>
<tr>
<td>Provide options to book appointments through website or app</td>
<td>16%</td>
<td>49%</td>
<td>35%</td>
</tr>
<tr>
<td>Option to interact entirely online</td>
<td>13%</td>
<td>47%</td>
<td>40%</td>
</tr>
<tr>
<td>Provide options to click and collect at store</td>
<td>13%</td>
<td>45%</td>
<td>42%</td>
</tr>
<tr>
<td>Option for self-checkout</td>
<td>14%</td>
<td>44%</td>
<td>42%</td>
</tr>
<tr>
<td>Option for self-service kiosks</td>
<td>11%</td>
<td>41%</td>
<td>47%</td>
</tr>
<tr>
<td>Option for touchless shopping (i.e. using facial recognition, enabled smart mirrors)</td>
<td>11%</td>
<td>31%</td>
<td>58%</td>
</tr>
<tr>
<td>Provide an app which provides a real-time update on the number of customers in-store</td>
<td>11%</td>
<td>27%</td>
<td>61%</td>
</tr>
</tbody>
</table>
Consumer Attitudes Towards Brands During COVID-19

Though the majority of consumers understood that brands struggled to adapt their online experience during COVID-19, the majority of consumers believe brands should have been better prepared. In fact, half of all Millennials switched to new brands based on the innovation the brands used to respond to the pandemic.

<table>
<thead>
<tr>
<th></th>
<th>Total</th>
<th>Millennials</th>
<th>Boomers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Many brands and companies struggled to adapt their online/digital consumer experience during COVID-19</td>
<td>70%</td>
<td>71%</td>
<td>72%</td>
</tr>
<tr>
<td>Brands and companies should have been better prepared for consumers’ online/digital needs</td>
<td>58%</td>
<td>69%</td>
<td>50%</td>
</tr>
<tr>
<td>Online consumer experiences are now more important than in-person experiences</td>
<td>61%</td>
<td>73%</td>
<td>50%</td>
</tr>
<tr>
<td>I was less likely to engage with a brand that did not offer online experiences</td>
<td>51%</td>
<td>65%</td>
<td>39%</td>
</tr>
<tr>
<td>COVID-19 has highlighted we can do everything online, we will not need in-person interactions for great customer experiences</td>
<td>48%</td>
<td>63%</td>
<td>36%</td>
</tr>
<tr>
<td>I switched to a new brand/company because of the innovative way they used technology to respond to COVID-19</td>
<td>34%</td>
<td>49%</td>
<td>21%</td>
</tr>
</tbody>
</table>

Consumer Expectations for 2021

Looking to the future, more than 4 in 5 consumers expect brands to offer a seamless experience between online and in-store experiences within the next year or so.

<table>
<thead>
<tr>
<th></th>
<th>Canada</th>
<th>United States</th>
<th>Total</th>
<th>Online consumer experiences will be more important than in-person experiences</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>46%</td>
<td>60%</td>
<td>53%</td>
<td></td>
</tr>
<tr>
<td>I expect brands to offer a seamless experience between online and in-store shopping</td>
<td>81%</td>
<td>88%</td>
<td>84%</td>
<td></td>
</tr>
<tr>
<td>For me, online shopping experiences will never fully replace in-person shopping experiences</td>
<td>83%</td>
<td>84%</td>
<td>84%</td>
<td></td>
</tr>
<tr>
<td>I will have more and more of my brand experiences online</td>
<td>56%</td>
<td>66%</td>
<td>61%</td>
<td></td>
</tr>
<tr>
<td>Brands and companies will be responsible for keeping their consumers safe when shopping in-person</td>
<td>87%</td>
<td>86%</td>
<td>86%</td>
<td></td>
</tr>
<tr>
<td>I will be less likely to engage with a brand that does not offer online experiences</td>
<td>48%</td>
<td>52%</td>
<td>50%</td>
<td></td>
</tr>
</tbody>
</table>
Across industries, online interactions have increased since COVID-19 and are expected to rise even further post-pandemic.

Post Pandemic:
Overall, online research and/or purchasing amongst consumers is expected increase, especially in the insurance, consumer electronics, healthcare and non-essential retail industries.

<table>
<thead>
<tr>
<th>Activity</th>
<th>Pre COVID-19</th>
<th>Since COVID-19</th>
<th>Post COVID-19</th>
</tr>
</thead>
<tbody>
<tr>
<td>Banking and financial management</td>
<td>64%</td>
<td>69% (+5%)</td>
<td>74% (+10%)</td>
</tr>
<tr>
<td>Travel and tourism planning</td>
<td>54%</td>
<td>49% (-5%)</td>
<td>69% (+10%)</td>
</tr>
<tr>
<td>Searching for healthcare &amp; wellness information/advice</td>
<td>48%</td>
<td>54% (+6%)</td>
<td>69% (+10%)</td>
</tr>
<tr>
<td>Insurance claims, information &amp; purchases</td>
<td>39%</td>
<td>46% (+7%)</td>
<td>63% (+10%)</td>
</tr>
<tr>
<td>Purchasing consumer electronics</td>
<td>34%</td>
<td>43% (+9%)</td>
<td>57% (+13%)</td>
</tr>
<tr>
<td>Non-essential purchases like clothing/retail purchases</td>
<td>28%</td>
<td>42% (+14%)</td>
<td>48% (+12%)</td>
</tr>
<tr>
<td>Essential purchases like groceries</td>
<td>15%</td>
<td>23% (+8%)</td>
<td>31% (+6%)</td>
</tr>
<tr>
<td>Buying a car</td>
<td>14%</td>
<td>20% (+6%)</td>
<td>35% (+21%)</td>
</tr>
</tbody>
</table>
Expected Level of Increase in Online Interactions – Post COVID-19

The increase in online interactions with brands is expected to be significantly more pronounced among 25-54 year olds.

<table>
<thead>
<tr>
<th>Percent Change Pre-COVID</th>
<th>18 - 24 Yr. Olds</th>
<th>25 - 34 Yr. Olds</th>
<th>35 - 54 Yr. Olds</th>
<th>55+ Yr. Olds</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Positive</td>
<td>Negative</td>
<td>Positive</td>
<td>Negative</td>
</tr>
<tr>
<td>Travel and tourism planning</td>
<td>70%</td>
<td>2%</td>
<td>76%</td>
<td>8%</td>
</tr>
<tr>
<td>Banking and financial management</td>
<td>69%</td>
<td>14%</td>
<td>79%</td>
<td>7%</td>
</tr>
<tr>
<td>Insurance claims, information &amp; purchases</td>
<td>68%</td>
<td>36%</td>
<td>72%</td>
<td>19%</td>
</tr>
<tr>
<td>Searching for healthcare &amp; wellness information/advice</td>
<td>61%</td>
<td>20%</td>
<td>74%</td>
<td>20%</td>
</tr>
<tr>
<td>Purchasing consumer electronics</td>
<td>56%</td>
<td>12%</td>
<td>71%</td>
<td>21%</td>
</tr>
<tr>
<td>Non-essential purchases like clothing/retail purchases</td>
<td>49%</td>
<td>16%</td>
<td>62%</td>
<td>17%</td>
</tr>
<tr>
<td>Essential purchases like groceries</td>
<td>39%</td>
<td>17%</td>
<td>44%</td>
<td>16%</td>
</tr>
<tr>
<td>Buying a car</td>
<td>33%</td>
<td>12%</td>
<td>50%</td>
<td>24%</td>
</tr>
</tbody>
</table>
What this Means for Brands

“It’s not just consumers’ digital behavior that has changed. Their expectations of digital experiences have dramatically shifted, too. Gone are the days when consumers measured and compared your digital experience to experiences in the same space. Today, they’re comparing you with the very best digital experiences across completely different industries.”

Anton Morrison, VP Experience Design

You shouldn’t be waiting for a return to normal – it isn’t coming

2020 was a year where all things digital gained greater importance in our lives and the day-to-day running of society. In 2021, brands need to make sure they’re creating a valuable customer experience – digital or in-person – based on long-term, fundamental strategies, knowing that consumers’ digital readiness and expectations are growing fast and are here to stay.

Get back to basics

Content management, personalization and data-based decision-making are all core to creating consumer-driven experiences. Businesses will benefit from taking a step back to look at their technological infrastructure through the lens of whatever digital transformation they’re on, and making sure their experience isn’t a temporary fix but a beautiful end-to-end system built around customers first.

Prepare for the increasingly digital consumer

Through these changes, some organizations realized that the systems and infrastructure they had in place weren’t capable of handling the influx of human digital behavior. Many also realized that their user experiences weren’t mature enough to meet the needs of their consumers and employees alike. The things people expect when they’re shopping in-person – personalized service, talking to a human, help finding what they need – don’t change when the experience moves online. Your customers expect the same things. The potential of technology is obvious, but if your core experience strategies don’t live up to it in a customer-centric way, there’s a clear risk of simply surfacing poor experiences faster and a decrease in brand loyalty.
Our research found that about half of all consumers between 25-54 consider digital experiences to be extremely or very important across industries. However, consumers’ digital readiness is higher in some industries than in others. Among consumers aged 25-54, digital readiness is highest in the Financial Services, Travel & Tourism, Health & Wellness and Insurance industries. Digital readiness is lowest when purchasing a car or when shopping for essentials like groceries. However, it’s the industries where digital readiness is lowest that consumers say are most in need of technological improvements.
Consumers’
Digital Readiness

Digital readiness is especially strong in the Banking, Travel & Tourism, Healthcare and Insurance industries. This is especially true among consumers aged 25-54, who consider digital experiences to be extremely or very important across all industries.

Importance of a Digital Experience

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Banking and Financial Management</td>
<td>67%</td>
</tr>
<tr>
<td>Travel &amp; Tourism</td>
<td>55%</td>
</tr>
<tr>
<td>Healthcare &amp; Wellness</td>
<td>54%</td>
</tr>
<tr>
<td>Insurance</td>
<td>54%</td>
</tr>
<tr>
<td>Consumer Electronics</td>
<td>50%</td>
</tr>
<tr>
<td>Non-Essential Purchases</td>
<td>46%</td>
</tr>
<tr>
<td>Essential Purchases</td>
<td>39%</td>
</tr>
<tr>
<td>Buying a car</td>
<td>33%</td>
</tr>
</tbody>
</table>
Nearly 1 in 3 consumers feel interactions during a car purchase and shopping for essentials like groceries need technological improvements.

"With the pandemic dramatically changing the very notion of ‘business as usual’, industries that haven’t typically felt the urgency to digitize their customer experience are leaning in much more heavily. Experimentation in industries like Grocery and Automotive have brought new conveniences and a sense of safety to their shopper experiences; innovations that are undoubtedly here to stay."

Allison Humphries, VP Strategy

Current Technological State – By Industry

<table>
<thead>
<tr>
<th>Category</th>
<th>Needs improvement</th>
<th>Met my expectations</th>
<th>Exceeded expectations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Buying a car</td>
<td>30%</td>
<td>64%</td>
<td>6%</td>
</tr>
<tr>
<td>Essential purchases like groceries</td>
<td>29%</td>
<td>61%</td>
<td>10%</td>
</tr>
<tr>
<td>Non-essential purchases like clothing/retail purchases</td>
<td>21%</td>
<td>70%</td>
<td>9%</td>
</tr>
<tr>
<td>Insurance claims, information and purchases</td>
<td>19%</td>
<td>72%</td>
<td>8%</td>
</tr>
<tr>
<td>Searching for healthcare and wellness information/advice</td>
<td>18%</td>
<td>74%</td>
<td>8%</td>
</tr>
<tr>
<td>Purchasing consumer electronics</td>
<td>16%</td>
<td>76%</td>
<td>8%</td>
</tr>
<tr>
<td>Travel and tourism planning</td>
<td>15%</td>
<td>76%</td>
<td>9%</td>
</tr>
<tr>
<td>Banking and financial management</td>
<td>12%</td>
<td>72%</td>
<td>16%</td>
</tr>
</tbody>
</table>
Technology that enables touchless interactions between consumers and the brands they interact with will be increasingly important as people venture out of their homes. In short, the in-person experience is getting more digital.

Our research found that a little more than half of all consumers are completely comfortable with sensor & gesture recognition and touchless technology. Of note, Canadian consumers are more comfortable than American consumers in terms of using devices with sensor or gesture recognition and touchless technology while Americans feel more comfortable than Canadians when it comes to voice and facial recognition.

More than half of all consumers implicitly agree that touchless technologies will become more popular as people begin interacting with brands outside the home. With regards to ideal usage locations, consumers perceive a stronger fit for gesture and sensor recognition technologies at public spaces like hospitals, airports and hotels.

Consumers like the convenience, security and accessibility that voice recognition offers while there are mixed feelings surrounding facial recognition.
A little more than half of all consumers are completely comfortable with sensor and gesture recognition and touchless technology.

Canadian consumers are more comfortable with sensor and gesture recognition and touchless technology, while Americans are more accustomed to voice and facial recognition.

### Consumers’ Current Comfort Level with Touchless Technologies

<table>
<thead>
<tr>
<th></th>
<th>Total</th>
<th>United States</th>
<th>Canada</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Sensor recognition</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(i.e. doors where motion is detected)</td>
<td>59%</td>
<td>65%</td>
<td>20%</td>
</tr>
<tr>
<td><strong>Gesture recognition</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(i.e. sinks, faucets, doors)</td>
<td>53%</td>
<td>50%</td>
<td>64%</td>
</tr>
<tr>
<td><strong>Touchless technology</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(i.e. tap and go)</td>
<td>42%</td>
<td>46%</td>
<td>53%</td>
</tr>
<tr>
<td><strong>Voice recognition</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(i.e. devices activated by speaking)</td>
<td>34%</td>
<td>38%</td>
<td>30%</td>
</tr>
<tr>
<td><strong>Facial recognition</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(i.e. devices that are activated by looking at them)</td>
<td>26%</td>
<td>31%</td>
<td>22%</td>
</tr>
</tbody>
</table>
Consumer Perception of Future Use of Touchless Technologies

- **Touchless technologies will become more popular as people begin interacting with brands outside the home.**
  - Agree: 87%
  - Disagree: 13%

- **Touchless technologies make me feel safer interacting with brands in-person.**
  - Agree: 67%
  - Disagree: 33%

- **I expect to only interact with touchless technology in public spaces (opening doors, turning on faucets, etc.).**
  - Agree: 64%
  - Disagree: 36%

- **When outside my home, touchless technology is now part of my everyday routine.**
  - Agree: 58%
  - Disagree: 42%

- **I am ok if banks or other government entities use facial recognition to confirm my identity.**
  - Agree: 49%
  - Disagree: 51%

- **Using a self-service touch screen at a public place makes me anxious.**
  - Agree: 46%
  - Disagree: 54%
Perceived Usage Locations – By Technology Type

<table>
<thead>
<tr>
<th>Location</th>
<th>Gesture</th>
<th>Sensor</th>
<th>Voice</th>
<th>Facial</th>
<th>Touchless</th>
</tr>
</thead>
<tbody>
<tr>
<td>Home</td>
<td>19%</td>
<td>15%</td>
<td>34%</td>
<td>20%</td>
<td>16%</td>
</tr>
<tr>
<td>Work</td>
<td>36%</td>
<td>36%</td>
<td>17%</td>
<td>18%</td>
<td>26%</td>
</tr>
<tr>
<td>Car</td>
<td>15%</td>
<td>13%</td>
<td>28%</td>
<td>14%</td>
<td>15%</td>
</tr>
<tr>
<td>Hospitals</td>
<td>60%</td>
<td>64%</td>
<td>16%</td>
<td>16%</td>
<td>36%</td>
</tr>
<tr>
<td>Schools</td>
<td>38%</td>
<td>38%</td>
<td>11%</td>
<td>11%</td>
<td>21%</td>
</tr>
<tr>
<td>Airports</td>
<td>60%</td>
<td>63%</td>
<td>16%</td>
<td>24%</td>
<td>46%</td>
</tr>
<tr>
<td>Retail Stores</td>
<td>47%</td>
<td>59%</td>
<td>11%</td>
<td>9%</td>
<td>61%</td>
</tr>
<tr>
<td>Banks</td>
<td>45%</td>
<td>57%</td>
<td>19%</td>
<td>28%</td>
<td>50%</td>
</tr>
<tr>
<td>Hotels</td>
<td>56%</td>
<td>59%</td>
<td>16%</td>
<td>13%</td>
<td>49%</td>
</tr>
</tbody>
</table>
Across industries, consumer appetite for online interactions with brands is high, but especially for consumers’ medical and pharma research, banking and financial interactions and travel planning activities.

Perceived Future Usage Occasions – By Technology Type

- **Meeting a Doctor**
  - Online: 12%
  - In-Person: 44%
  - Mix of Both: 36%
  - Other: 8%

- **Banking & Finance**
  - Online: 38%
  - In-Person: 16%
  - Mix of Both: 37%
  - Other: 9%

- **Shopping for Fashion**
  - Online: 21%
  - In-Person: 30%
  - Mix of Both: 38%
  - Other: 11%

- **Shopping for Electronics**
  - Online: 29%
  - In-Person: 23%
  - Mix of Both: 38%
  - Other: 10%

- **Pharmaceutical Research**
  - Online: 53%
  - In-Person: 12%
  - Mix of Both: 26%
  - Other: 9%

- **Booking/Planning Travel**
  - Online: 55%
  - In-Person: 12%
  - Mix of Both: 25%
  - Other: 8%

- **Medical Research**
  - Online: 52%
  - In-Person: 11%
  - Mix of Both: 29%
  - Other: 8%

- **Shopping for Insurance**
  - Online: 42%
  - In-Person: 20%
  - Mix of Both: 30%
  - Other: 8%

- **Buying a Car**
  - Online: 10%
  - In-Person: 48%
  - Mix of Both: 24%
  - Other: 8%
Consumers’ Perceived Future Usage Occasions

Across sectors and occasions, consumers aged 55+ show a stronger preference for in-person interactions with human assistance. Consumers aged 25 - 54 generally show a lower intention for in-person interactions with brands.

Significantly more consumers aged 18-24 think a mix of online and in-person is ideal for banking and financial management.
## Attitudes Towards Touchless Technologies

<table>
<thead>
<tr>
<th></th>
<th>Total</th>
<th>United States</th>
<th>Canada</th>
</tr>
</thead>
<tbody>
<tr>
<td>Companies using touchless technologies come across as modern.</td>
<td>83%</td>
<td>87%</td>
<td>79%</td>
</tr>
<tr>
<td>Companies using touchless tech are futuristic.</td>
<td>77%</td>
<td>81%</td>
<td>72%</td>
</tr>
<tr>
<td>Companies using touchless technologies are caring towards their customers.</td>
<td>74%</td>
<td>80%</td>
<td>68%</td>
</tr>
<tr>
<td>I expect my use of touchless interactions through voice assistants will continue to increase in the next year or so.</td>
<td>62%</td>
<td>66%</td>
<td>58%</td>
</tr>
<tr>
<td>I expect my use of touchless interactions through facial recognition will continue to increase in the next year or so.</td>
<td>56%</td>
<td>63%</td>
<td>49%</td>
</tr>
<tr>
<td>I increased my use of touchless interactions, through voice assistants during COVID.</td>
<td>40%</td>
<td>47%</td>
<td>32%</td>
</tr>
<tr>
<td>I increased my use of touchless interactions, through facial recognition during COVID.</td>
<td>35%</td>
<td>43%</td>
<td>26%</td>
</tr>
</tbody>
</table>

Apart from heightened perceptions of being modern and futuristic, 3 of 4 consumers feel companies using touchless technologies are empathetic towards consumers. In addition, consumers have increased their use of touchless technologies since the start of the pandemic and expect to continue to increase usage over the next year.
What this Means for Brands

Everyone is a direct competitor in the experience economy

Digital experience is an equalizer. Many brands may be surprised by this when thinking of their competitive analysis and identifying peer brands. Focusing too narrowly on the products you sell, rather than the experience you create, will leave your brand vulnerable.

Lead with empathy, not technology

Above all, brands should be connecting the dots to ensure consumers’ needs are being met at every stage of the customer experience. This isn’t only about creating new products, but also about being aware of every aspect of your customer journey and the emotions it creates when you engage with your audience. Technology for technology’s sake isn’t effective, but technology that enables people to feel safe and satisfied, when engaging with your brand, is perhaps the biggest human differentiator in the near future.

In conclusion...

Spurred on by the COVID-19 pandemic, consumers’ digital readiness has grown quickly and permanently. Across industries, consumers expect brands to provide ways to seamlessly interact online, both now and increasingly in the future. This is especially true in industries like automotive and shopping for groceries where interactions have traditionally been done in-person.

There’s also an expectation – particularly among millennials – that the in-person experience gets more digital as well. This means brands should consider touchless and future technologies to enhance the experience, especially as people look to brands to keep them safe, provide efficiency, and upgrade experiences at each touchpoint.

The digital consumer has arrived. Brands have the opportunity to meet these new consumer needs through long-term, consumer-first strategies rooted in the right combination of technology, design, and experience.

“Consumer shifts towards digitally centric companies is not new, but occasionally there are events that accelerate the speed of those shifts. 2020 had a number of those events, taking both consumers and companies off guard.

Consumers have now set their expectations of a digitally driven world, now it’s up to all of us to ensure that we’re the ones who can provide it to them.

The companies who get there first will be the most successful.”

Scott Wassmer, GM of the Americas
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Appnovation delivers people-inspired digital business solutions.

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Methodology

A 20-minute online survey, fielded to a nationally representative sample of 750+ consumers (18+) in each country – Canada and U.S.

The research was conducted online with samples sourced from Maru/Matchbox’s proprietary national panels in the U.S. and Canada respectively – Spring Board America and Maru Voice Canada.

Fieldwork was conducted between:
October 4-14, 2020

The study sample has been weighted on age, gender and region in accordance to the U.S. and Canadian populations. Additional insights among generations have been included wherever we see meaningful differences:

Gen Z: Ages 19-23
Millennials: Ages 24-39
Gen X: Ages 40-55
Boomers: Ages 56-74
Silent: Ages 75+
Sample Demographics
– United States

Age
18-24: 1%
25-34: 29%
35-54: 33%
55+: 36%

Gender
Female: 51%
Male: 49%

Children in Household
Yes: 43%
No: 57%

Education
University or Higher: 53%
College/Associate: 31%
Highschool or Less: 15%

Household Income Level
Under $25K: 13%
$25K to under $50K: 17%
$50K to under $100K: 39%
$100K to under $150K: 16%
$150K or more: 11%
Undisclosed: 3%

Sample Demographics
– Canada

Age
18-24: 4%
25-34: 25%
35-54: 35%
55+: 36%

Gender
Female: 51%
Male: 49%

Children in Household
Yes: 27%
No: 73%

Education
University or Higher: 47%
College/Associate: 36%
Highschool or Less: 16%

Household Income Level
Under $25K: 7%
$25K to under $50K: 16%
$50K to under $100K: 32%
$100K to under $150K: 20%
$150K or more: 10%
Undisclosed: 16%