



Fast Fact:

This year, for U.S. brick-and-mortar retailers, mobile will influence about \$1 trillion in total spending.

-Forrester

Fast Fact:

Nearly 90% of companies expect to compete primarily on the basis of their customer experience in 2016.

-Customer Think

IN THIS ISSUE

What We’re Reading

Biometric Technology to Change the Face of MCommerce



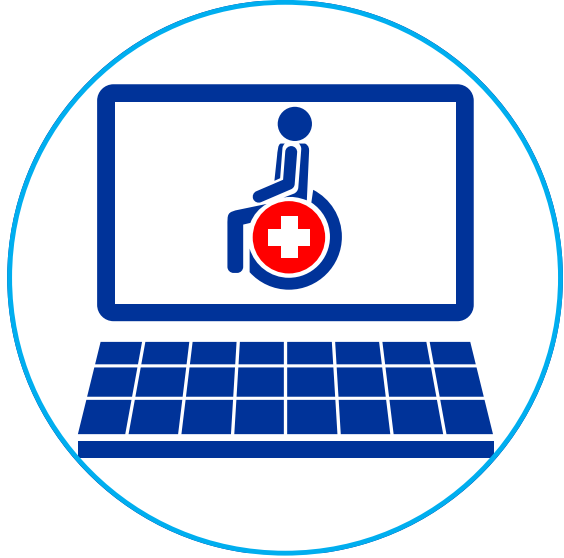
The advancement of biometric technology is paving the way for a further streamlined and more secure mobile path to purchase. According to Gartner, [biometrics](#) such as voice, facial and touch identification will be used by 30% of companies on mobile this year: supporting 50% of [mobile transactions](#). Voice technology alone is predicted to become a \$133 billion market by 2017, and has enabled a hands-free customer browsing process that is 3-4x shorter than manual search ([NRF](#)). Biometric technologies have advanced significantly in the last year, suggesting that current usage may only be the beginning of widespread adoption. More on the thriving trajectory of biometrics [here](#).

How the Internet of Things May Improve Multichannel CX Efforts



Despite the underwhelming state of the anticipated Internet of Things, brands stand to benefit from the growth of digital connectivity. Its [revolutionary potential](#) was a highlight of CES 2016, yet one-third of retailers have yet to define business strategies [around the IoT](#). Others suggest that the challenge of meeting personalization demands and improving the customer experience may be more easily met by pairing in-store IoT devices with customers’ [shopping behavior](#). By 2018, the number of IoT devices will double, leading to the development of [nearly 200,000](#) new mobile apps and an even bigger focus on connected experiences. Insight on how the IoT will transform retail [here](#).

A Call for More User Testing to Achieve Accessibility



The [WCAG](#) attempts to create a universally accessible internet, but there is a lack of criteria to competently address the online user experience of the disabled community. [50% of usability problems](#) encountered by disabled users are challenges addressed by the WCAG 2.0. Only 16% of websites have implemented the recommended techniques to solve them, and most developers are not working to meet WCAG criteria for accessibility. User testing including disabled users has produced [inconsistent results](#), suggesting a necessity for more user testing to solidify the process for stronger usability design and accessibility testing best practices. [Visit our website](#) for more information.



Brand Insights

[Case Study: The Body Shop Mobile UX Refresh](#)

[Liz Earle Ranked Among UK’s Best Online Retailers](#)

[JetBlue Updates Mobile App to Improve the Customer Experience](#)

[John Lewis Predict In-Store Services Will Drive 2016 Mobile Sales](#)