Silent authentication for a fluid consumer experience

CONSUMER EXPECTATIONS FOR TOMORROW

Consumers want a trusted, simple and personalized experience.

1. Kate orders a smart watch from her favorite e-merchant site.
2. Kate chooses smart delivery: in person, any location, as soon as possible.
3. Kate is informed of the estimated time of arrival.
4. Seamless silent authentication between the drone and Kate’s phone ensures the delivery is done to the right person.
5. Successful delivery! Kate receives her parcel and a final e-merchant notification.

WHAT DOES THAT MEAN IN THE DAILY LIFE OF THE CONSUMER?

1. Kate resides in a smart home to benefit from “smart” connected objects.
2. Kate receives the order immediately at work, as requested. A drone delivered it within 2 hours... **
3. Back home after a long day, my walls will adapt to my mood, I am relaxed, so I get blue walls that I prefer and nice music is playing” **
4. Example of e-commerce parcel delivery with an unmanned machine

FACTS AND FIGURES

- 60% would buy more from e-merchant sites that offer better delivery service.
- 54% want e-commerce sites to offer a one-hour delivery in metropolitan areas.
- 48% want mobiles to become the main form of ID.
- 30% expect drones to deliver parcels regularly.

Source: MetaPack “2017 State of ecommerce delivery” report

* Survey of 1,969 smartphone users in Brazil, China, Germany, France, the UK and the US, December 2016
** Neilite Showroom - Key users insights, 2017

Smart and secure autonomous delivery for a great consumer experience from Gemalto