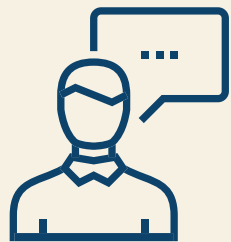# Intuitive technologies will transform how we interact with brands
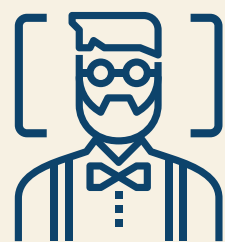
The evolution of sensing, signal processing, and AI is creating more intelligent systems capable of understanding us intuitively

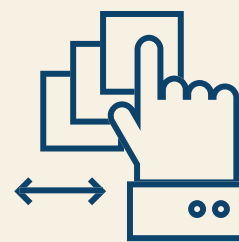## There are 4 key technologies underpinning new intuitive interfaces

Voice and speech recognition
Recognising speech, interpreting spoken language and verifying users by voice

Facial recognition
Authenticating users by recognising their distinct facial features using image recognition
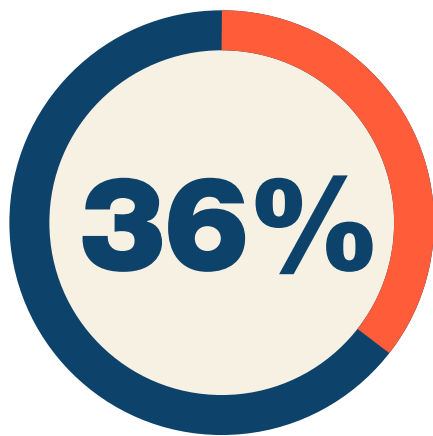
Gesture recognition
Interpreting gestures and motions through novel sensing and signal processing, to enable hands-free control

Emotion recognition
Identifying and understanding human emotion from facial, spoken, and physiological expressions
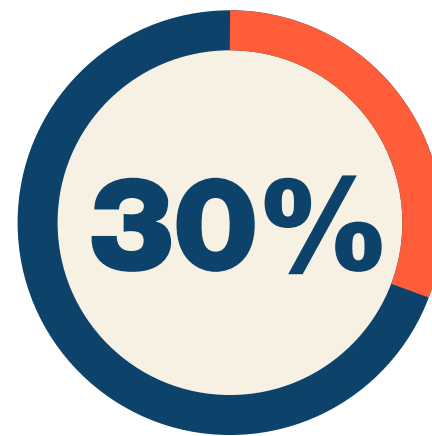
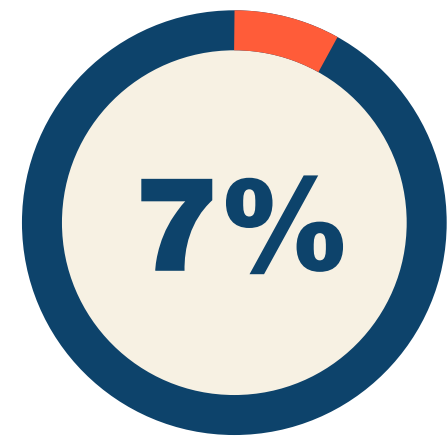## Voice and speech recognition are the most commonly used, but adoption remains low

36%
of consumers have used a personal assistant (e.g. Siri, Google Assistant using voice)
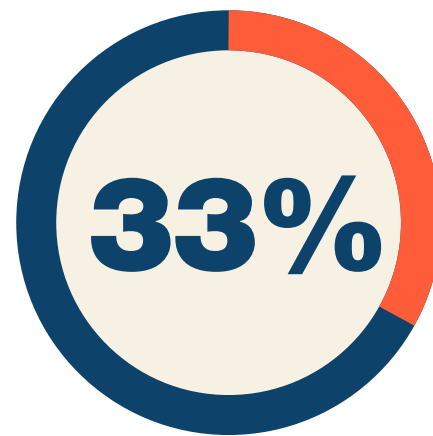
33%
of consumers have used voice activated speakers (e.g. Amazon Echo/Alexa)

30%
of consumers have used Facial/Biometric recognition (e.g. Apple Face ID/Touch ID)

7%
of consumers have used Gestures (e.g. Microsoft Kinect)

Consumers that have experienced these technologies want to see brands embrace them

89%
of consumers who frequently use gesture recognition want to see brands adopt more intuitive technologies

Brands look set to explore intuitive ways to interact with their customers

70%
of businesses are looking to offer more intuitive ways for their customers to interact with them

Intuitive technologies will open up exciting new customer interfaces and experiences that are more intuitive, responsive, and interactive than ever before

In 2023, we will see more and more brands integrate these interfaces into their products and services, as they seek to deliver **personalized** experiences that **adapt** and **respond** to our every need, all without touching a screen or device

Read more in Acxiom's Customer Experience Trends for 2023

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