



Enhanced Customer Experience & Secure Identity Verification

NEC Digital ID Solution for Retail

NEC's Digital ID solution for the retail sector provides a cutting-edge method for securely identifying and verifying customers using advanced biometric technology. This not only offers enhanced security but also streamlines and elevates the shopping experience for your customers.

Challenge

The modern retail landscape requires innovative methods to tackle challenges like fraudulent transactions, data breaches, identity theft, and the pressure to provide customers with a seamless shopping experience. Traditional methods like PINs or passwords often compromise user experience or fall short in security.

Solution

NEC's Digital ID solution combines precision, efficiency, and adaptability. Leveraging our state-of-the-art facial recognition technology, we ensure a high accuracy rate that surpasses industry standards. This guarantees reliable customer identification, mitigating potential fraud risks. With our solution's seamless integration capabilities, retail businesses can quickly adopt this biometric verification without overhauling their infrastructure. More than just security, our biometric digital IDs significantly enhance customer experience, providing them with smooth access and transactions without the hassle of recalling numerous credentials.

Use Cases

NEC's Digital ID solution offers myriad applications within the retail industry:

- **Seamless Checkout Experience:** Customers can swiftly complete purchases with their biometric data.
- **Age Verification:** Efficiently verify age for products with age restrictions.
- **Attendance & Time Tracking:** Monitor employee attendance with precision.
- **Automated Returns Process:** Speed up returns by recognizing customers instantly.
- **Self-Service Kiosks:** Augment user experience and security at kiosks.
- **Contactless Deliveries:** Authenticate recipient identities to ensure correct delivery.
- **Customer Behavior Analysis:** Use facial recognition to analyze and improve store strategies.
- **Security & Loss Prevention:** Proactively identify potential threats.
- **Personalized In-Store Experience:** Tailor the shopping experience as per individual customers.

Benefits

- **Advanced Security:** With the leading facial recognition technology, reduce potential fraud or misuse.
- **Integration Flexibility:** Seamlessly integrate with existing retail systems and infrastructures.
- **Regulatory Compliance:** Align with industry standards like PCI DSS, GDPR, and KYC.
- **Improved User Experience:** Replace traditional passwords with swift biometric scans.
- **Efficient Operations:** Streamline checkouts, returns, and staff management processes.

Why NEC Biometrics

Eliminate threats of SIM swap fraud, data breaches, and unreliable passwords with NEC's comprehensive identity service solution. Our biometrics algorithms, rated #1 by the National Institute of Standards and Technology, lead the industry, offering verification even with face masks. With in-built liveness detection, our platform ensures authentic users, preventing spoofing. NEC remains at the forefront of biometrics and digital identity services thanks to our continuous innovation backed by a solid R&D commitment.

Conclusion

The retail sector stands to benefit immensely from the adoption of NEC's Digital ID solution. By bridging the gap between top-tier security and optimal customer experience, NEC is set to redefine the retail landscape. Position your business at the cusp of this technological evolution and deliver unparalleled value to your customers.

Contact Us

Contact our Digital ID experts today for insights on tailoring our solution to your specific needs.

For more information, please contact us at digital_id@necam.com or visit <https://necam.com/digitalid> and complete our contact registration form.

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