

Beyond the Hype: Biometrics for Commerce

From facial recognition to palm scans, new biometric technologies unlock consistent, faster, smarter, and safer experiences at the point of sale.

The shift toward digital payments improves flexibility and customer convenience, but heightens exposure to risk.

Digital payments are expected to hit

\$32T

globally by 2033
according to McKinsey


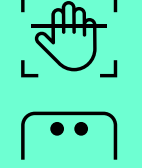

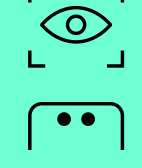


Fraud losses reached

\$33.8B

globally in 2022
according to the Nilson Report

What should merchants do to offer secure, seamless customer experiences? Biometric authentication offers a secure, scalable way to verify digital identity and improve customer experience.

Biometrics: understanding the options

	Modalities	Status	Sample use cases
	Facial recognition	Touch-free checkout	Opt-in personalization
	Palm vein scanning	Contactless and ultra-secure	Loyalty and payment
	Fingerprint recognition	Fast and familiar	Widely adopted for devices, apps, and banking
	Iris scanning	Extremely accurate	High-security applications, including healthcare
	Voice recognition	Hands-free	Phone orders and accessibility
	Behavioral biometrics	Analyzes typing cadence and movement	eCommerce and app logins

Use cases at the point of sale



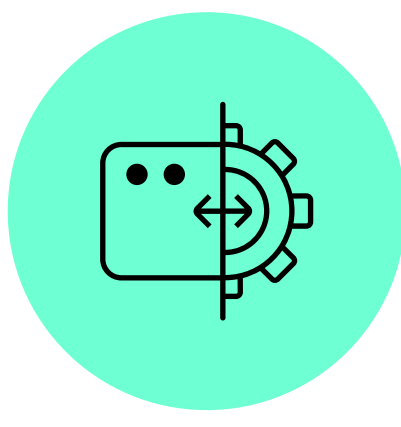
In-store benefits:

- Checkout times reduced
- Loyalty applied instantly via palm or face scan
- Personalized offers at checkout
- Real-time age verification
- Frictionless access to VIP or members-only experiences

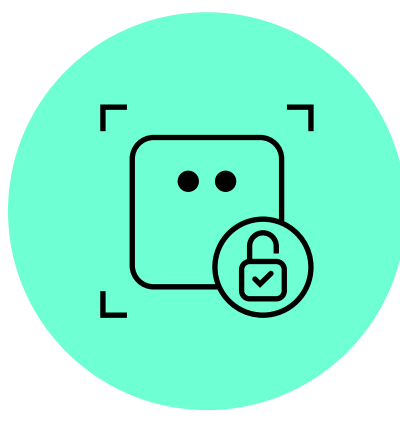
Online benefits:

- Behavioral biometrics prevent fraud
- Secure logins
- One-click checkout
- Order recall for reorders and personalization
- Cart recovery via authenticated identity

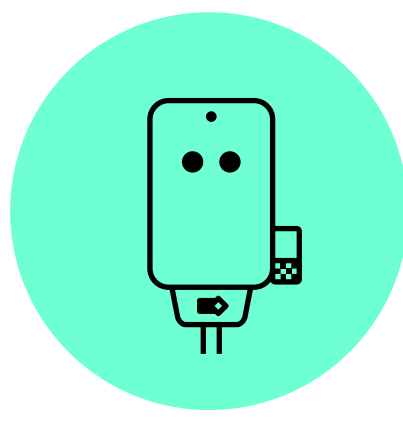
Verifone enables biometric customization



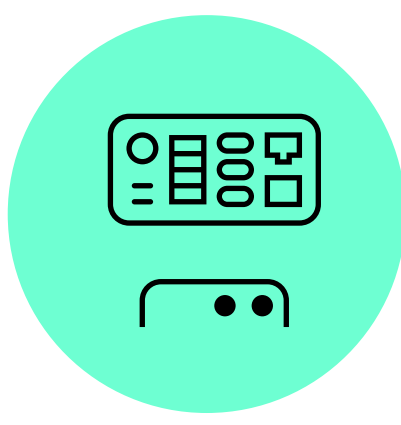
Designed for busy, high-traffic environments



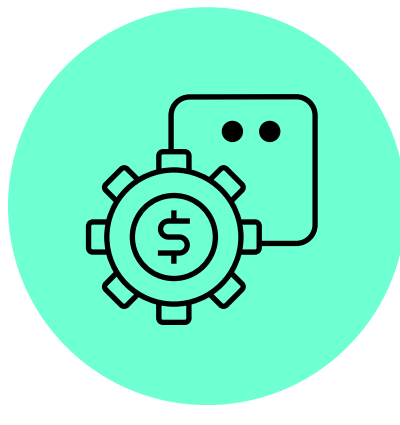
Supports facial and palm recognition



Works with Verifone and third-party POS systems



Flexible mounting options for counters, self-checkout, kiosks, or mobile



Interoperable with loyalty, CRM, and payment platforms



Offers encrypted data storage in the cloud

What's next?

The next generation of biometric systems will support voice-activated commerce, agentic AI agents, multimodal ID, and AI-enhanced.

Consumers are ready:



Verifone's customizable biometric platform helps you stay ahead by blending security, speed, and brand personalization. Verifone biometrics adapts to your store and customer experience.

[Learn more about Verifone biometrics](#)