

Amazon starts selling cashier-less technology

12th March, 2020



The online retail giant Amazon will start selling its cashier-less technology to any store or retail outlet that wants it. The software is called "Just Walk Out". The software means stores do not need any cashiers. Shoppers simply scan a smartphone app when

they arrive at a store and then put their shopping in their bag and... just walk out of the store. The software automatically calculates the cost of the customer's shopping and charges the cost of their shopping to the customer's Amazon account. The new software will allow customers to have their credit card or other payment card deducted instead. Amazon has been using the software for the past two years in its own Go Grocery stores.

The Just Walk Out software will reduce the amount of employees a store needs. Instead, the store will need to put hundreds of small cameras on the ceiling. The cameras link to software that detects what customers have put into their bag. The software then bills the customer and issues a receipt online. An industry expert expects Amazon to make a lot of money from selling the software to other stores. Many stores want to remove one of the biggest things customers complain about - slow checkouts. Amazon said the software will allow store staff, "to focus on more valuable activities". However, a retail expert worries that, "there will be fewer jobs as automation comes in".

Sources: bbc.com / digitaltrends.com / cnet.com

Writing

There is too much technology replacing too many jobs. This is wrong. Discuss.

Chat

Talk about these words from the article.

online / retail / giant / technology / cashier / app / store / software / customer / credit employees / cameras / ceiling / receipt / bill / expert / complain / staff / automation

True / False

- a) Amazon will not sell its cashier-less technology to its rivals. T / F
- b) Amazon's cashier-less technology is called "Just Walk Through". T / F
- c) Shoppers put shopping in their bag and walk out of the store. T / F
- d) The new Amazon technology only accepts payment by credit card. T / F
- e) The technology makes use of hundreds of cameras. T / F
- f) Shoppers receive a bill online for their shopping. T / F
- g) Many stores want to remove checkouts. T / F
- h) An expert is worried the software will cut the number of jobs. T / F

Synonym Match

(The words in **bold** are from the news article.)

- | | |
|----------------------|---------------|
| 1. start | a. sends out |
| 2. called | b. price |
| 3. calculates | c. specialist |
| 4. cost | d. number |
| 5. deducted | e. named |
| 6. amount | f. take away |
| 7. link | g. subtracted |
| 8. issues | h. begin |
| 9. remove | i. connect |
| 10. expert | j. works out |

Discussion – Student A

- a) What do you think about what you read?
- b) What do you think when you are waiting at a checkout?
- c) What do you like and dislike about shopping?
- d) What is your favourite store?
- e) Do we need to have workers in stores?
- f) What complaints do you have about checkouts?
- g) Is it bad that automation is replacing so many jobs?
- h) What questions would you like to ask Amazon's boss?

Phrase Match

- | | |
|--|---------------------------|
| 1. The online retail | a. automation comes |
| 2. The software means stores do not | b. for the past two years |
| 3. The software automatically calculates | c. complain about |
| 4. the customer's Amazon | d. a store needs |
| 5. Amazon has been using the software | e. need any cashiers |
| 6. reduce the amount of employees | f. and issues a receipt |
| 7. put hundreds of small cameras | g. giant Amazon |
| 8. The software then bills the customer | h. on the ceiling |
| 9. one of the biggest things customers | i. the cost |
| 10. there will be fewer jobs as | j. account |

Discussion – Student B

- What do you think of Amazon?
- Do you prefer online shopping or shopping in stores?
- What do you think of cashiers?
- What do you think of cashier-less stores?
- Would you prefer to have cashiers in stores?
- What are the bad things about this technology?
- Do you prefer to pay by cash or card?
- What do you think of shopping?

Spelling

- The online laitre giant Amazon
- stores do not need any eschasir
- automatically llctuseaa the cost
- the customer's Amazon auonctc
- allow customers to have their redcit card
- other payment card detddecu instead
- the amount of ylmpesoe
- cameras on the liegcin
- software that dstecte what customers
- issues a etepcir online
- things customers picmanlo about
- fewer jobs as oatuntmaoi comes

Answers – Synonym Match

1. h	2. e	3. j	4. b	5. g
6. d	7. i	8. a	9. f	10. c

Role Play

Role A – Amazon

You think Amazon is the best store. Tell the others three reasons why. Tell them what is wrong with their stores. Also, tell the others which is the worst of these (and why): the Disney Store, IKEA or Seven-Eleven.

Role B – The Disney Store

You think the Disney Store is the best store. Tell the others three reasons why. Tell them what is wrong with their stores. Also, tell the others which is the worst of these (and why): Amazon, IKEA or Seven-Eleven.

Role C – IKEA

You think IKEA is the best store. Tell the others three reasons why. Tell them what is wrong with their stores. Also, tell the others which is the worst of these (and why): the Disney Store, Amazon or Seven-Eleven.

Role D – Seven-Eleven

You think Seven-Eleven is the best store. Tell the others three reasons why. Tell them what is wrong with their stores. Also, tell the others which is the worst of these (and why): the Disney Store, IKEA or Amazon.

Speaking – Stores

Rank these with your partner. Put the best stores at the top. Change partners often and share your rankings.

- | | |
|----------------|----------------|
| • IKEA | • Amazon |
| • Seven-Eleven | • McDonald's |
| • CosctCo | • Disney Store |
| • UniQlo | • Apple Store |

Answers – True False

a	F	b	F	c	T	d	F	e	T	f	T	g	T	h	T
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Answers to Phrase Match and Spelling are in the text.