



Amazon Introduces AI Shopping Assistant Powered by Alexa

Description

Amazon has unveiled a new personalised AI shopping assistant called "Alexa for Shopping," which marks a significant development in its e-commerce strategy. This innovation replaces the previously launched Rufus and aims to enhance user experiences across various devices, including mobile, desktop, and Echo Show smart displays.

Alexa for Shopping is designed to provide a voice- and touch-enabled shopping journey tailored to individual preferences. While Rufus focused primarily on product discovery, the new assistant offers more customisation by providing personalised recommendations and automating the shopping process not only on Amazon but also across other online retailers.

Currently available to customers in the United States, Alexa for Shopping can address a wide range of queries, from skincare routines to order histories. Users can either type questions into a search bar or a dedicated chat window, and the assistant returns customised answers and recommendations. The technology relies on understanding user habits, preferences, and purchase history, evolving to provide enhanced support over time.

In addition to answering questions, Alexa for Shopping can compare products, track prices, and facilitate recurring orders for necessities. Users can instruct Alexa to add items to their shopping carts automatically when prices drop, thus making shopping not only convenient but also potentially cost-effective.

The assistant also extends its capabilities beyond Amazon, enabling users to shop from various online stores through its "Buy for Me" feature. While this expansive functionality is seen as beneficial, it has incited some controversy regarding AI autonomy and privacy concerns.

This launch coincides with Amazon's introduction of its rapid delivery service, "Amazon Now," in multiple U.S. cities and a new AI feature that generates real-time audio responses to customer inquiries.

Comprehension Questions

Multiple Choice

1. What is the name of Amazon's new personalised AI shopping assistant?

Option: Rufus

Option: Alexa for Shopping

Option: Echo Assistant



Option: ShopSmart

2. What feature does Alexa for Shopping provide that Rufus did not?

- Option: Voice commands
- Option: Customisation with recommendations
- Option: Price tracking
- Option: Order histories

3. In which country is Alexa for Shopping currently available?

- Option: United Kingdom
- Option: Canada
- Option: United States
- Option: Australia

4. What is the 'Buy for Me' feature associated with?

- Option: Comparing products
- Option: Shopping from various online stores
- Option: Tracking prices
- Option: Voice searching

5. What does Alexa for Shopping do when prices drop?

- Option: Automatically removes from cart
- Option: Sends a notification
- Option: Automatically adds items to shopping carts
- Option: Generates a coupon

6. What recently introduced service coincides with the launch of Alexa for Shopping?

- Option: Amazon Prime
- Option: Amazon Now
- Option: Amazon Fresh
- Option: Amazon Music

True-False

7. Alexa for Shopping replaces the previously launched assistant, Rufus.

8. Alexa for Shopping can only be used on Amazon's website.



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9. Users can interact with Alexa for Shopping using either voice or touch.
 10. The assistant does not track user purchase history.
 11. Alexa for Shopping is designed to enhance user experiences on only mobile devices.
 12. Users can ask Alexa for Shopping skincare-related questions.

Gap-Fill

13. Alexa for Shopping marks a significant development in Amazon's e-commerce _____.
14. The new assistant focuses on providing personalised _____ and automating the shopping process.
15. Alexa for Shopping can track prices and facilitate recurring _____ for necessities.
16. The assistant can compare products and answer a wide range of _____.
17. This launch coincided with the introduction of Amazon's rapid delivery service, _____.
18. Users can either type questions into a search bar or a dedicated _____.

Answer

Multiple Choice: 1. Alexa for Shopping 2. Customisation with recommendations 3. United States 4. Shopping from various online stores 5. Automatically adds items to shopping carts 6. Amazon Now

True-False: 7. True 8. False 9. True 10. False 11. False 12. True

Gap-Fill: 13. strategy 14. recommendations 15. orders 16. queries 17. Amazon Now 18. chat window

CATEGORY

1. Business - LEVEL6

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1. AI shopping assistant
2. Alexa
3. amazon



4. ESL learning
5. esl news
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