

GenAI gives autonomous checkouts like Just Walk Out better odds

Article

The news: Amazon upgraded its **Just Walk Out** checkout technology with a more advanced **generative AI (genAI)** model, per a blog post.

- The new system analyzes sensor data simultaneously rather than sequentially to improve accuracy.

- And the self-learning technology will improve over time and recognize behaviors, even if the store is remerchandised or items are misplaced.

Earlier this year, Amazon [revamped its Just Walk Out strategy](#) and is [licensing the tech to third-party retailers](#) instead of installing it in new Amazon Fresh stores.

Why it matters: GenAI is transforming checkout.

- GenAI can create images and video clips of synthetic shoppers mimicking realistic and sometimes unusual shopping scenarios to help it recognize those actions in real life.
- This helps autonomous checkout overcome stumbling blocks that add time and frustration to customers' checkout experiences, like charging shoppers for items they pick up but then put back.

Our take: GenAI-based improvements make autonomous checkout a more viable solution.

- Systems like Just Walk Out have struggled to take off due to high costs, privacy concerns, and receipt inaccuracies.
- But if payment providers can get it right, there is strong demand for the tech: [More than half of consumers](#) who have not used cashierless checkout would be interested in doing so, per our December 2023 Ecommerce Survey conducted by [Bizrate Insights](#).