

## Amazon leverages AI to detect damaged goods

### What is it?

Amazon has introduced AI imaging stations to two fulfilment centres in the US to screen orders and prevent damaged items from being shipped to customers.

The technology will roll out to 10 further sites in the US and Europe in the coming months.

### Why does it matter?

AI is three times better than humans at detecting damaged items, according to Amazon, and improves accuracy. It also eliminates repetitive manual tasks for workers and improves the customer experience.

### Strategic implications:

AI will increasingly be used to optimise efficiency and improve accuracy across the supply chain.

### STEPIC drivers/winning strategies:

- AI powers the next stage of retail



*Amazon trained the AI using photos of damaged and undamaged items, helping it to identify when a product does not look perfect.*

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