



Jordyn Holman
Bloomberg
NEWS

Briefing Book

Media Interview: Bloomberg News – Jordyn Holman

Top Three Messages To Convey

- Changing consumer habits have necessitated innovation, and Amazon Go will lead the disruption while finding exciting new ways to meet customers' needs. The secure, swift and seamless experience synonymous with Amazon Go enables consumers to save time shopping and focus more on human interaction beyond the store.
- U.S. consumers are consolidating shopping trips and shifting retailer and brand loyalties – even as COVID-19 restrictions start to open. Instead of strolling the aisles to choose their groceries, shoppers are now focused on getting in and out as quickly and conveniently as possible. Amazon Go is applying technology to support this shift and make the entire shopping and checkout experience faster and more convenient.
- Shoppers benefit from personalization by being more quickly connected with the most relevant items when they are suggested, making it easier to add to basket – by leveraging previous behaviors, purchases, and learning from every click and interaction, we can further refine and identify the most appropriate items and content to recommend for an individual shopping experience, giving time back to our consumers' busy schedules.

Interview Background

This interview is for a two-part Amazon feature on the retail experience of the future. It will appear both online and as a video interview for Bloomberg's The Year Ahead series.

The goal of the piece is to speak directly to U.S. consumers and retailers about new trends that affect the retail industry, offer behind-the-scenes detail on Amazon's innovative technology and unveil data-driven research that underscores how the retail experience of the future will be one that minimizes time spent in store.

It follows our mission to create a narrative and mediagenic moments that ensure the Amazon Go retail story stays top of mind year-round with a pertinent audience. The trend-focused interview also gives an opportunity to highlight some key insights and initiatives – like the launch of our Retail of the Future Study, increasing tech adoption in underserved markets, enabling smarter and safer shopping experiences and doubling down on our approach to using technologies like computer vision to shape the future of retail.

About The Reporter




Jordyn Holman is a retail reporter at Bloomberg News reporting on the changing world of retail, fashion and shopping. In addition to her focus on retail, Jordyn covers the changing world of work, management and diversity in corporate America. Her work has been featured on the Bloomberg Terminal, Bloomberg.com and in Bloomberg Businessweek. She's been on Bloomberg TV and Bloomberg Radio as well as MSNBC, PBS Newshour and NPR.

Based on previous coverage, her reporting style is factual in tone and often weaves in commentary from SMEs to support her articles. She also reports through the lens of underserved communities and how big retail brand /corporation decisions are directly impacting those communities. In a [recent piece](#), Jordyn wrote about the pandemic’s role in the changing consumer landscape, leaning on commentary from the CFO of Signet Jewelers Ltd., which owns chains such as Kay and Zales, who discussed the company’s plans to add more kiosks in underserved markets to address changing demand.

In her [recent coverage](#) of Amazon, Jordyn reported on the BHM1 union strikes in the city of Bessemer, Alabama, focusing the piece on the demographics of the town, the economic impact of the Amazon fulfillment center (noting that it has saved nearby struggling small businesses) and what the battle between the RWDSU and Amazon means for workers on both sides of the strike. The piece was factual to neutral in tone, with Jordyn including commentary/opinions from workers both for and against unionization.

Recent/Relevant Articles

Bloomberg



Checkout
Stores That Defined American Malls Eye a Freestanding Future
 By [Jordyn Holman](#) and [Lauren Coleman-Lechner](#)
 March 21, 2021, 5:00 AM PDT Updated on March 22, 2021, 4:22 AM PDT

[Read the article here](#)

Bloomberg

Amazon Union Is a Tough Sell in Town Where \$15 an Hour Goes a Long Way
 Supporters say the campaign in Bessemer, Alabama, is the best chance yet to breach the company’s anti-union defenses, but workers remain wary.
 By [Jordyn Holman](#) and [Spencer Soper](#)
 March 1, 2021, 2:00 AM PST Updated on March 1, 2021, 5:13 AM PST

[Read the article here](#)

Bloomberg

Checkout
Buy Black Trend Sees Staying Power With Corporate America Buy-In
 By [Gerald Porter Jr.](#), [Jordyn Holman](#), and [Deena Shanker](#)
 February 26, 2021, 3:00 AM PST

[Read the article here](#)

Bloomberg

Business
Bed Bath & Beyond Pins Turnaround on Remodeling Stores, Tech Spending
 By [Jordyn Holman](#)
 October 28, 2020, 4:00 AM PDT Updated on October 28, 2020, 6:39 AM PDT

[Read the article here](#)

Bloomberg

Technology
Amazon’s Prime Day Steals Rivals’ Black Friday Spotlight
 By [Spencer Soper](#), [Jordyn Holman](#), and [Henry Ren](#)
 October 12, 2020, 9:01 PM PDT Updated on October 13, 2020, 12:31 PM PDT

[Read the article here](#)

Bloomberg

Checkout
Amazon Bets on Kohl’s as Its Own Brick-and-Mortar Efforts Falter
 The unlikely partnership helps Amazon simplify customer returns. Kohl’s gets more foot traffic and, theoretically, new customers.
 By [Spencer Soper](#) and [Jordyn Holman](#)
 May 20, 2019, 2:00 AM PDT

[Read the article here](#)

Anticipated Questions

1. How are consumers responding to the pandemic and now, the reemergence of some communities, in terms of in-store shopping?
2. What does this time savings retail phenomenon mean for the future of the industry?
3. Can you quantify what time savings truly means for consumers? Does it lead to more productivity, happiness, or time spent at home?
4. What are some of the challenges in creating a retail setting that puts the emphasis on speed and reduced person-to-person contact?
5. Should consumers worry about their privacy when entering an Amazon Go location? Can you explain how the technology works and its ability to collect more information than any other retail setting?
6. In your opinion, is there a downside to this lack of human interaction?
7. Are you finding that people are likely to spend more money at a "just walk out" store like Amazon Go?
8. Do you envision the "time savings" model to expand beyond Amazon Go into other retail experiences?
9. How does Amazon Go integrate with the broader Amazon ecosystem?
10. What is Amazon's plan to expand the concept beyond major metro areas?

