

Retail Innovation Shout Out: Smart Home Appliances Incorporate Dash Replenishment Service

by Andrew Gropper



How many times have you realized that you forgot to buy that dishwasher soap, laundry detergent or some other common household item right after arriving home from shopping? Amazon wants to reduce your frustration - and extra trips back to the store - with a service that automatically reorders home goods straight from the devices that uses them.

Building on top of the [Dash Button](#) service that debuted last year, Amazon has rolled out [Dash Replenishment Service](#) which allows smart connected devices such as GE washers, Brothers printers, and Gmate SMART blood glucose monitors to automatically reorder when supplies are running low. Once the device places an order, a notification is sent to you via text, with the option to modify or cancel the purchase. To prevent inaccurate, simultaneous purchases, Amazon has built in logic to prohibit new orders from being processed until the most recent one has been delivered.

This model will definitely change the way we order consumable goods from Amazon. The service gives consumers one less thing to worry about, while driving brand loyalty. It will be interesting to see whether consumers find this type of automated purchasing more convenient, or an unnecessary intrusion into their decision making process.

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About the Author



Andrew Gropper

andrew.gropper@kalypso.com

Andrew is a senior consultant with Kalypso.