

# Case Study

## How a Major Retailer Transformed Productivity With Voice Picking

When a major UK High Street business needed to significantly improve their picking performance, they turned to Socius24 and EPG to voice enable their team.

### Challenge

During the Covid-19 Pandemic a major UK retailer faced a significant challenge. With their High Street stores forced to close, the only way of serving their customers was through eCommerce, but this required a major change in their logistics operation.

Their two distribution centres were geared for the bulk shipping of stock to their stores across the country. What was now required was for these centres to be able to pick on a unit basis to fulfil online customer orders.

Implementing new and innovative technology was made even harder by the added challenge of social distancing and the need to keep equipment handling to a minimum.

**“The traditional ‘bricks & mortar’ retail sector has been under extreme pressure even before the Covid-19 lock-down. Being able to rapidly satisfy online customers, improve efficiency in the warehouse and be cost effective at such a time is a huge challenge.”**

Zahim Khan, UK Business Development Manager, EPG



## Solutions

Working with Erhardt Partner Group (EPG), the retailer was looking to utilise the Lydia® Voice solution to support picking for their online customers. They saw this as the ideal solution to enable their staff to pick smaller quantity orders using voice. It allowed them to have both hands-free to handle stock and enable tasks to be completed far quicker.

With the retailer already using the Blue Yonder (BY) Dispatcher Warehouse Management System (WMS), EPG turned to Socius24 to assist with the seamless integration of the voice-based solution into BY Dispatcher WMS.

This allowed for all of the capabilities of BY Dispatcher WMS to be leveraged while providing the warehouse team with a highly efficient and intuitive interface.

## Outcome

This swift change to voice-based picking has not only enabled this retailer to overcome the challenges of the pandemic but to continue to serve the needs of its customers in a highly efficient manner.



A **17%** increase in productivity has been realised since the introduction of voice-based picking.



Moving from handheld barcode scanners to voice picking has increased capacity to **10,000** picks per hour, handling around **400** containers per hour.


**“We have developed seamless interfaces between Voice vendors and BY Dispatcher WMS over the years, the Lydia® Voice solution has proven to be highly flexible and robust. With no time lag for the warehouse team it improves efficiency, and being simple to use it significantly reduces training time.”**

Ray Williams, Managing Partner, Socius24

**“Having developed the interface between BY Dispatcher WMS and Lydia® Voice now means we have a proven solution and are ready to help more customers to not only improve their bottom line, but to survive and thrive in these tough economic times.”**

Craig Jones, Managing Partner, Socius24

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