

Enhancing productivity in a rapidly changing market

ContainerWorld: Unlocking a world of opportunity



ContainerWorld, based in Canada, are a logistics company committed to the inventory management, freight forwarding, warehousing and distribution of alcohol.

Founded in 1993 as a niche global alcohol distribution outlet, ContainerWorld has grown to claim 93 percent of the British Columbia alcoholic beverage market, as well as a market share in non-alcoholic beverages and other cargo. They operate their own logistics business, providing a range of services to over 3,500 regional customers.

They have four distribution centers in Canada, with a combined size of over one million square feet. These centers are responsible for shipping more than 30 million cases per year, with over eight million direct-to-store.

At a glance

Project goals

- Improve labeling consistency
- Increase team safety
- Increase efficiency
- Reduce operational costs

Solution

- Voice activated workflow

Features and benefits

- Improved productivity
- Improved accuracy
- Team efficiency and satisfaction



Challenge

After reviewing their operations, it soon became clear that voice was essential to support ContainerWorld's direct delivery operations.

Due to a lack of standards on labeling compliance, consistency was the biggest driver for voice over any other solution. With voice, the company would be able to use a series of check digits above the items, rather than a barcode, helping to avoid labeling issues. Furthermore, with cases weighing 13kg or more, a voice system would make it safer for the pickers to lift the goods.

Solution

ContainerWorld's voice journey began at its Richmond distribution center, with a training program for 40 employees. The prospect of switching from paper to voice caused some apprehension at first. But, with the help of our team, they were able to transform anxiety into excitement.

To increase productivity and accuracy, we integrated voice with the new WMS. Check digits were applied to all slots throughout, and pick paths and workflows were updated. Smart batching was also introduced, using the voice software to guide pickers efficiently based on order priority.

Richard Stewart, Professional Services Lead at Körber:

"We work hard to make sure that our customers are prepared to handle training for their employees, and make sure that the transition is easy as possible. There can be a learning curve with voice, but once users are familiar with the software, they rarely want to go back."

Results

Productivity

During a period of industry change, there is often an influx of SKUs and a lower number of units, causing productivity to suffer. But, by switching to voice, ContainerWorld have been able to preserve productivity despite market unpredictability.

Accuracy

After installing voice, they were able to reduce operational costs while maintaining accuracy. "We became so accurate with the check digits at each location that the checking positions were no longer needed," said Aaron Christmas, ContainerWorld's Director of Technology.

Employee guidance

By using the voice system to guide the team through any issues, and documenting them to management in the form of a report, they have seen huge improvements in manager-time efficiencies.

Improved job satisfaction

There was a surge of positive feedback from the team. Not only did they enjoy using the technology, they also appreciated ContainerWorld's efforts to make their jobs easier. Christmas pointed out that the "freezer workers were able to comfortably wear gloves rather than having to take them off to write or navigate a screen, which was a big deal to them."

New customers

Voice impressed ContainerWorld's customers too. When they see monitors, tools and statistics at distribution centers, they see a company committed to investing in their technology and supply chain. This gives customers more confidence to do business with them.

By switching to voice, ContainerWorld are now in a better position to adapt, and keep up with a perpetually changing market – something they may have struggled with before.

"The proliferation of SKUs and the fast-evolving workplace doesn't allow for paper processes anymore, or even to an extent scanning processes, without a lot of overhead. Voice is the best decision we've made, and it's nothing to be afraid of."

Aaron Christmas

Director of Strategy and Technology, ContainerWorld



Körber AG
Anckelmannsplatz 1
20537 Hamburg
T +49 40 21107-01
info@koerber.de
koerber-supplychain.com