

# Vocollect by Honeywell Case Study

## GENCO ATC



### Voice Results

#### Objectives

- Sustain high levels of customer satisfaction
- Achieve continuous improvement and innovation
- Ensure teammate satisfaction
- Integrate with lean initiative concepts

#### Application

- Picking (full pallet, layer, case pick-to-pallet, pick-to-conveyor, pick-to-tote, pallet-build, non-conveyable items)

#### Installation

- Seamless interface of voice to six different WMS platforms
- Vocollect SR and SRX series headsets
- Talkman® A500 and T5 mobile computing devices
- Primary Technology Partner: Speech Interface Design

#### Results

- Customer #1 (mass merchandiser): More than \$1M savings per year in multiple sites  
Other individual site improvements: tote-picking accuracy increased from 99.3% to 99.9%; bulk-picking accuracy increased from 97.9% to 99.7%; claims reduced from 1.7% to 1.1%
- Customer #2 (specialty retail): More than \$240K savings per year; errors decreased by 25%; productivity improved by 10%; reduced training time from two weeks to two days; improved safety
- Customer #3 (grocery chain): More than \$400K savings per year; productivity improved by 20%; errors reduced by over 20%.

#### ROI

- Less than 12 months

#### Future Plans

- Evaluating voice for picking in future facilities
- Evaluating voice for cycle-counting, put-away and replenishment at existing voice-enabled sites

### Vocollect Voice® Helps 3PL Leader GENCO ATC Add Value and Drive Significant Customer Results

GENCO ATC had its humble beginnings in 1898 as H. Shear Trucking Company, with commodities being delivered by horse and wagon. Since that time, this Pittsburgh success story has become North America's second largest third-party logistics provider, with more than 37 million square feet under management and more than \$1.5 billion in freight managed annually across 127 different operations.

GENCO ATC distributes products on a daily basis through customer logistics operations housed in 76 North American facilities that range from 5,000 to 1.5 million square feet in size. Case- and each-picking account for about 40 percent of the operational workflow that cuts across five primary industries: specialty retail, grocery, medical devices, mass merchandise, and automotive parts and supplies.

GENCO ATC takes pride in its logistics expertise that helps customers achieve bottom-line improvements. All of its technologies and processes must fit into its lean initiative philosophy and overall structure.

#### The Challenge

#### Diverse Clientele Require Flexible and Scalable Technologies to Meet Unique Customer Needs

In such a broad-scale third-party logistics business, small changes to customers' DC operations can bring enormous incremental value – to the tune of over a million dollars in savings per year for some customers when they can improve on their productivity and accuracy levels by only a fraction of a point.

GENCO ATC's criteria for technology improvements were: 1) it needed to be proven, flexible, and scalable to multiple WMS platforms; 2) to generate results in productivity, accuracy, and waste reduction; 3) to achieve a solid return on investment, and 4) to become operational quickly with minimal disruption to work areas.

*"Vocollect Voice has helped us provide significant bottom-line payback to our customers. It works well across multiple industries, with a flexibility and scalability that helps us easily integrate the solution with many different customer warehouse management systems."*

**Crystal Welker**  
Director of Solutions  
Design & Continuous  
Improvement,  
GENCO ATC

## The Solution

In looking at ways to achieve continuous improvement in customers' distribution operations, GENCO ATC turned to its technology partner Speech Interface Design (SID) for guidance on the proper application of technologies and industry best practices. After conducting a Business Process Optimization Assessment, SID recommended Vocollect Voice for customer picking workflows. Various customer DCs were transitioned to Vocollect Voice from existing RF scanning, paper and competitive voice systems. Speech Interface Design configured and implemented customer-specific interfaces of VoiceLink® and VoiceDirect®, seamlessly integrating with three different warehouse management systems. Speech Interface Design focused on maximizing each DC's operational throughput, considering every customer's unique business processes and functionality specifications when optimizing their workflows with voice.

The flexibility of Vocollect Voice made it work well across multiple platforms, with minimal disruption to operations and fast user training. The rapid demonstration of improved productivity, accuracy and safety, coupled with reduced training time and material costs, helped the customers to reach a rapid ROI.

Since that time, Vocollect Voice has been deployed for multiple types of picking activities across eight customer operations: full pallet, layer, case pick-to-pallet, pick-to-conveyor, pick-to-tote, pallet-build, and non-conveyable items.

## The Results

Overall satisfaction within GENCO ATC's Vocollect Voice-enabled customer base has soared, because of the voice system's ease of deployment and integration and the results it delivers in improved worker performance, reduced waste and fast ROI.

"Voice also supports the many native languages and regional dialects found across our North American DC operations," according to Crystal Welker, Director of Solutions Design & Continuous Improvement at GENCO ATC. "Everyone feels like we are enabling them to be successful by equipping them with industry-leading tools and support with all the best practices we have garnered from Speech Interface Design and Vocollect."

"With our company's lean initiative, we are especially pleased that Vocollect Voice has helped us help our customers save hundreds of thousands, and even millions, of dollars with improved performance and waste reductions," says Welker.

So what are GENCO ATC's future plans for voice? Continues Welker, "We have a variety of customer launches of Vocollect Voice planned that need to be coordinated with an existing WMS upgrade. A variety of our customers are now considering moving voice to additional workflows such as cycle-counting, put-away and receiving. We hope to extend the proven value of voice to other facilities and workflows wherever the solution makes sense."



### Vocollect by Honeywell Global Contact Information

Region	Phone	Email
North America:	+1.412.829.8145	info@vocollect.com
EMEA:	+44 (0) 1628 55 2900	voc_emea@vocollect.com
Asia Pacific:	Hong Kong: +852 3915 7000 China: +86 10 5957 4817 Australia: +61 409 527 201	apac@vocollect.com
Latin America:	North: +52 55 5241 4800 ext. 4915 South: +1.412.349.2477	latin_america@vocollect.com
Japan:	+81 (0)3 3769 5601	japan@vocollect.com
Singapore:	Singapore: +65 6305 2369 India: +91 124480 6738	singapore@vocollect.com

### About Vocollect by Honeywell

Vocollect by Honeywell is the leading provider of innovative voice technology solutions that help companies with mobile workers run a better business. Together with a global team of over 2,000 Vocollect Certified Professionals, Vocollect enables companies to save more than \$20 billion annually through further optimization of operations, improving business decision capabilities, and delivering the industry's premier worker experience in challenging industrial environments to nearly one million mobile workers who move in excess of \$5 billion of products every day.

Vocollect integrates with all major WMS and ERP systems and supports the industry's leading handheld computing devices. Visit us at [www.vocollectvoice.com](http://www.vocollectvoice.com).