

# Vocollect Case Study

## MARYPAZ



### Voice Technology - From initial distribution of merchandise to loading within the lorry

#### Voice Results

##### Objectives

- Enable supply chain efficiency
- Improve productivity
- Achieve near perfect accuracy
- Improve quality of service to stores

##### Application

- Cross docking
- Picking
- Shipping

##### Installation

- Vocollect Voice seamlessly integrated with WMS developed by Mary Paz
- Vocollect SR Series Headsets™
- Vocollect Talkman® A500 Mobile Computing Devices

##### Results

- Accuracy level of 99.95% achieved
- Reduced training time by 50%

##### ROI

- Payback in less than 6 months

MARYPAZ is dedicated to the manufacture and distribution of footwear. Spanish-owned, it was founded in 1972 by Ángel Aguaded, who started out in retail shoe sales. After his death in 1987, his children took on the task of running the company, since when it has grown steadily and now has 365 sales outlets in Spain, Portugal and the Dominican Republic. The company focuses on designer products with an excellent price-quality ratio. These are distributed from its centre in Dos Hermanas (Seville) to all of the company's sales outlets.

The distribution centre:

- 13,000 m<sup>2</sup> area
- 95 employees
- 60,000 m<sup>3</sup> total volume
- 6,400 deliveries/year
- 4,800 items
- 408 customers served

### The Challenge

In 2008 Marypaz implemented RF at its Distribution Centre, developing its own WMS. The warehouse has occupied its current location since 2010. The warehouse receives all the goods from the manufacturing sites, and the merchandise is then dispatched to the company's 320 sales points in Spain and Portugal, and to its 40 franchises in France and the Dominican Republic. Orders are picked by item (shoe boxes) and there is a risk of sizing errors. In addition, a separate section is occupied by the online store, with its own range, and this can fulfil up to 1200 individual orders a day.

The success of the brand has led to the opening of a large number of new sales points in recent years (an average of 65 each year) and the volume of warehouse transactions has grow exponentially. Items are distributed in 15 picking aisles, with 32 pickers working in shifts.

The increase in the number of operations required a parallel increase in the number of staff employed in the warehouse, and this posed a problem. "The opening of new shops required a continuous increase in warehouse staff. With the rhythm of new openings, this was becoming unsustainable," explains Isidoro Rodríguez, IT Director. "We needed a system that would allow us to increase staff productivity while at the same time, due to high turnover rates, one which could be operated after a short training period." Another priority was the need to analyse the productivity of each worker in the picking area and other operations, where previously it was only possible to analyse productivity by group, such as the classification of the initial supply of merchandise, and the loading of lorries.

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**Isidoro Rodriguez**  
IT Director

## The Solution

To meet these needs, Marypaz asked its trusted partner JSV to search for potential solutions. After a comparative analysis of the advantages of pick-to-light and of voice, it was decided to implement Vocollect voice technology on the company's CK3 Intermec terminals. The technology was implemented using the VIO (Vocollect Interface Object) software tool, enabling direct integration with the WMS developed by Marypaz. The pilot test was run for a little over a month, and provided the basis for rolling out voice technology to other warehouse processes. The next step was the acquisition of 30 Talkman A500 terminals for picking and for loading the lorries. "When we saw the real benefits of voice, it seemed natural to extend its use to other warehouse operations," explains Isidoro Rodríguez.

Operators receive voice instructions that provide precise and absolutely reliable guidance. The instructions come from the WMS, and the voice responses of the operators are also transformed into data that can be processed by the IT system, providing a basis for control and verification. The server and the terminal are connected through a radiofrequency network. The terminal is attached to the operator's belt, leaving the operator's eyes and hands free to concentrate on the job. Using the earpiece and microphone, the operator can literally talk to the WMS and listen to the instructions. Using a combination of Vocollect's extremely high-quality voice recognition technology and TTS (Text-to-Speech), the communication process is repeated each time the operator and the WMS exchange information: the result is an operating dialogue in real time.

## The Results

**A 20% increase in productivity, and a reduction in training time.**

The implementation of voice technology in the picking area has increased employee productivity by 20%, with the result that the opening of new shops is not matched by increased staffing levels. Operators are more focused and more accurate. With their hands and eyes free, they have greater freedom of movement and can handle more items. "As a result of the pilot, we realised that voice technology on the Intermec terminals offered some really impressive advantages. This first step has already optimized the work of operators, enabling the needs of an ever rising number of shops to be met. With the Talkman A500, workers have both their hands and their eyes free, dramatically reducing errors as a result. Not having to continuously look at a screen increases both accuracy and productivity." Using voice, training time and costs have fallen by 50%, and accuracy levels have reached 99.95%. These results have delivered a ROI within 6 months.

The implementation of voice in the initial distribution of goods delivers substantial benefits, by enabling analysis of each employee's productivity. In the past, this could only be conducted at the level of the team, while now the Vocollect terminals mean the operations of each worker can be analysed, identifying and reducing errors, and rewarding the best performance.

Another key application of voice is in the dispatch of goods for loading onto lorries. To perform this task, operators have to move large boxes onto pallets and have their hands full. Thanks to voice technology, an employee with a Vocollect terminal is able to read and reconfirm the data on the boxes hands-free, and can confirm inside the lorry.

After a brief adaptation period, the new technology has been well accepted by employees, and Rodríguez says that "those who try out the Vocollect terminals don't want to go back to working with handheld terminals. Another advantage is that new staff are able to work autonomously within 8 hours of starting."



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### About Vocollect

In the complex supply chain industry, accuracy and productivity are of paramount importance. The proven track record of voice in driving quantifiable performance improvements has made it a natural fit for process reengineering efforts to solve key business challenges. Vocollect, a business unit of Intermec, Inc., is the number one provider of end-to-end voice solutions for mobile workers worldwide, helping customers achieve a higher level of business performance.

Together with our partners, we enable almost 500,000 workers at nearly 2,000 companies around the globe to distribute US\$4.5 billion in goods every day. Contact Vocollect today to learn how we can help you transform your operational and workforce performance. For more information, visit [www.vocollect.com](http://www.vocollect.com).