Cabela's: Leader in Omni-Channel Operations Voice-Powers National DCs and Retail Stores

Voice Optimization

"The scope of voice deployment is across all four of our distribution centers, and across every one of our 70 retail stores …with every process, we achieved new benefits and improvements every time."

Omni-Channel Operations

"Most every process has some voice-enabled flow to it now. "In our retail stores, we have voice-enabled omni-channel fulfillment directly from our stores to our customers."

 "The impact of voice in our retail stores has been reduced time shipping to the customer, and reduction in lost sales… we can pack orders at the store so the customer can get it in a day, instead of 3 days."

Brent Glassmaker
Cabela's Foremost Outfitters
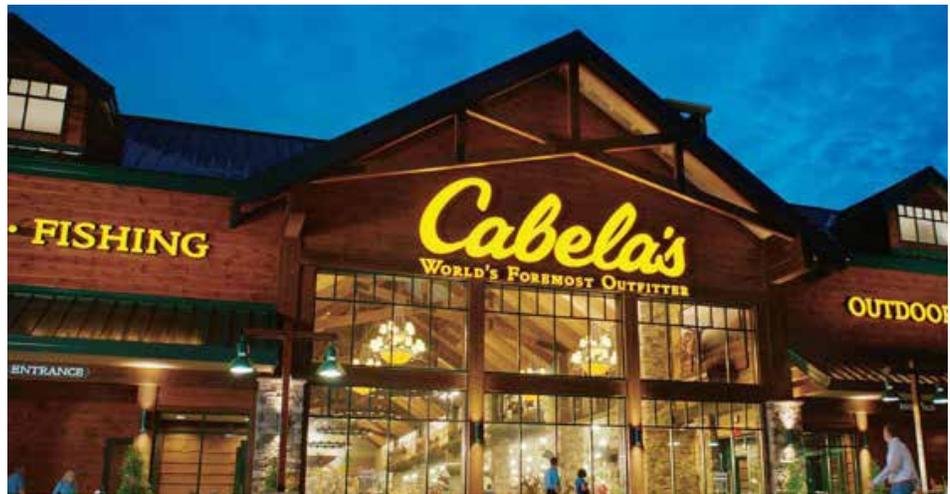
Cabela's Foremost Outfitters is a leading omni-channel retailer of hunting, fishing, camping, shooting sports and related footwear, clothing, and outdoor merchandise. Company revenue was nearly $4 billion in its last fiscal year. The company's business operations are based on a strategy to be "the world's best omnichannel retailer" by creating intense loyalty for the outdoor brand through legendary products and customer service delivered by highly engaged outfitters. Cabela's operates four national distribution centers, more than 75 stores in 35-plus US states, and nine stores in Canada. Cabela's mails more than 132 million catalogs each year, selling magazines and merchandise online.

Voice Speeds Omni-Channel Distribution

Cabela's has leveraged the mobile architecture at the center of AccuSpeechMobile solution allowing their internal DC professionals to deploy voice productivity throughout all their 4 national DC's that speed distribution of its outdoor products. The AccuSpeechMobile intelligent device-based architecture allows customers like Cabela's to voice-optimize, automate, and protect its existing investments in WMS applications -- without requiring changes in application code or server-based integration. "As we experienced the efficiencies, accuracy, and benefits of AccuSpeechMobile, we continued to expand voice to more and more processes throughout our DCs", said Brent Glassmaker, a Cabela's distribution professional and expert AccuSpeechMobile solution user.

AccuSpeech® MOBILE

Cabela's Catalogue and Web Orders Shipped Faster from Retail Stores Reduces Lost Sales

AccuSpeechMobile innovation makes it practical to optimize and automate distribution processes by delivering voice productivity ubiquitously solely from powerful mobile devices, while at the same time avoiding the complexity of older server-based technologies and the related risky changes to valuable business process code. *"With every process throughout the DC we achieved new benefits and improvements every time. Today most every process has some voice-enabled flow to it now."* The scalability of the AccuSpeechMobile solution has also voice powered the Cabela's omni-channel distribution processes at their 75 national retail locations with voice-enabled fulfillment directly from retail stores to customers. *"The impact of voice in our retail stores has been reduced time shipping to the customer, reduction in lost sales...we can pack and ship from the store so consumers can receive their orders in a day, instead of 3 days."* Glassmaker said.

Mobile, Seamless Voice-Automation

The AccuSpeechMobile "power automation" capabilities also streamline and speed Cabelas's operations. Using a single voice commands instructs the mobile device to execute multiple application functions automatically – automating complex cross-application functions – eliminating human intervention -- all without changing application code. Automation is used instruct the device automatically execute complex functions like pick-to-replenish and inventory functions in seconds. It streamlines pick-pack-and ship functions seamlessly eliminating unnecessary screens ensuring accuracy across all shipping processes. Voice-automation as exploited at Cabela's is used by all our customer to make their existing investments faster, stronger and better, without changing WMS code changes.

AccuSpeech ®
MOBILE