

Case Study: Omni-Channel Distribution

Caleres Adds More “Speed and Quality” to OmniChannel with Voice-Powered Fulfillment

The Right Choice

“The AccuSpeechMobile product caught our eye because of what they have already achieved in terms of systemic and automated systems – its configurable – its on-the-fly – we can roll it out at our own pace. Its scalable and flexible across our multiple distribution centers – and our logistics network. It was pretty clear that AccuSpeech was the choice for us.”

Omni-Channel Operations More Productivity Faster Fulfillment

“Lean is big for us...”

AccuSpeechMobile removed extraneous steps out of the picking and packing applications – which was a big productivity boost – but it’s also about that speed component – in terms of getting products to customers faster. The voice picking alone has saved us in labor, its made us more efficient – reduced errors and increased accuracy, especially when you talk about direct-to-the-consumer orders– that area is growing and demands that accuracy is there.”

Tom Addis
Director of Logistics
Caleres, Inc



Caleres, a leading footwear retailer has a diverse portfolio of global footwear brands, which fit people’s lives: Family, Healthy Living, and Contemporary Fashion. Speed and quality are the key attributes that drive the omni channel operations that ensure product availability of its diverse footwear portfolio and excellent customer satisfaction. Fast, accurate distribution operations ensuring timely delivery of products to customers at over 1,200 company operated retail stores, hundreds of major department and specialty stores, and, on its branded ecommerce sites, and many additional third-party retail websites.

Tom Addis, Director of Logistics for Caleres, was in search of a voice solution that would be scalable across all their distribution processes, distribution centers and logistics networks. They wanted a solution that was easy-to-use, fast to deploy, yet at their own pace.

After evaluating the AccuSpeechMobile® intelligent mobile and server-less solution he said. “It was pretty clear that AccuSpeechMobile was the choice for us.”

To further increase the “speed and quality” behind their omni-channel distribution operations, Addis said AccuSpeechMobile “automation capabilities removed extraneous steps from their existing picking applications.”

Key Point: The AccuspeechMobile voice solution also streamlines Caleres’ processes without changing Caleres’ Manhattan WMS code. “This was a big productivity boost, but it’s also about the speed component in terms of getting products to customers faster. It has made us more efficient, reducing errors, with more accuracy.”

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AccuSpeechMobile Flexibility Ideal for Future Caleres WMS Apps and Across Wholesale Networks



Future Voice Deployment

"We're looking at using voice for our packing areas – our wholesale network which handles multiple customers from all the large department stores, more direct to consumer orders– we need to leverage AccuSpeechMobile for all those operations."

Tom Addis
Director of Logistics
Caleres, Inc

Speed, Quality, Low Costs

"Using AccuSpeechMobile we have been able to implement it across our picking – full case picking, loose picking and accessory picking. It optimizes WM to create a better pick path – a better sequence – and better quality on the pick side. The picking process is more fluid as we are making passes at reserve. Our motto is "quality and speed". Quality and speed equates to customer service – and lower costs of operation."

Ken Gladwin
Operations Manager
Famous Footwear Div.
Caleres DC, Lebec, CA

For More Information

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Customer Support and Control

The intelligent voice enabling solution, the collaborative customer service and knowledge transfer results in the most voice-optimized applications. The approach ensures the ability that customers can control future voice deployments and maintenance -- eliminating costly professional services associated with older complex voice technologies.

When asked about customer service, Addis said, "we appreciated their customer service in terms of being on site, learning watching things evolve making improvements and passing that knowledge to our IT team. AccuSpeechMobile team people walked the DC floor with us – they asked us what we wanted to accomplish in our various process. The interactive approach helped to develop the solution. If a particular plan developed in theory did not work out -- it was easy to quickly make corrections and take it back out on to the floor", he said.

In a traditional voice technology environment, that would require new moduals, more intensive time consuming server-based changes and user acceptance.

Key Points:

"Because of the solution's mobile architecture we can make changes, test it on one device – then roll it out to more and more devices."

"AccuSpeechMobile's support provides flexible options – we don't need an army of professional services people for development and implementation – we could use one or two AccuSpeechMobile people – or because of training and knowledge transfer we can make changes ourselves."

"It's a great component for us because you're not incurring fees and charges over and over again for the same development you've already put in play."

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