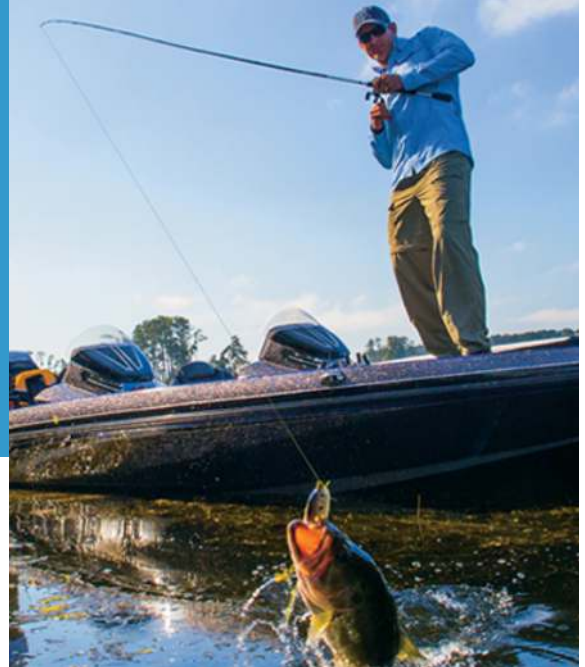


Cabela's



Omnichannel Fulfillment Benefits from Voice

The Challenge

Improving fulfillment productivity across omnichannel operations.

The Solution

AccuSpeechMobile was used to voice enable workflows across five national distribution centers and more than seventy-five retail stores. Multiple mobile hardware platforms are in use with Manhattan Associates and Oracle JD Edwards warehouse management systems with omnichannel distribution for retail specialty stores, direct mail and e-commerce sales.

Voice Enabled Workflows Include the following:

- Pick
- Pack
- Ship
- Receiving
- Cross-Docking
- Cycle Count
- Put-to-Store
- Pick-to-Replenishment
- Retail
- Inventory Audit

The Results

Improved productivity and reduced errors while meeting ROI targets.

- Double-digit productivity improvements.
- Double-digit error reduction improvements.
- Target ROI payback period met for the project.

"The scope of voice deployment is across all four of our distribution centers, and across every one of our 70 retail stores. With each process we achieved new benefits and improvements every time," says Brent Glassmaker, Cabela's Foremost Outfitters.

Cabela's

Voice Enabled Workflow Improves Productivity



The Results Continued

Voice Speeds Omnichannel Fulfillment

Brent Glassmaker of Cabela's Foremost Outfitters continues, "Most every process has some voice-enabled flow to it now. In our retail stores, we have voice-enabled omnichannel 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 three days," Glassmaker adds.

Workforce Training & Labor Reduction

Cabela's Foremost Outfitters employs 2000+ warehouse personnel, which swells to 3200 peak seasonal staff. Voice directed training modes were developed for new warehouse employees and seasonal staff which help them get up to standard pick rates six times faster than without voice. This has allowed Cabela's to realize labor reduction for the seasonal team, since the ramp-to-rate window is now compressed, seasonal staff can be hired later in the season.

About Bass Pro Shops

Bass Pro Shops is North America's premier outdoor and conservation company. Founded in 1972 when avid young angler Johnny Morris began selling tackle out of his father's liquor store in Springfield, Missouri, today the company provides customers with unmatched offerings spanning premier destination retail, outdoor equipment manufacturing, world-class resort destinations and more. In 2017 Bass Pro Shops acquired Cabela's to create a "best-of-the-best" experience with superior products, dynamic locations and outstanding customer service. Bass Pro Shops also operates White River Marine Group, offering an unsurpassed collection of industry-leading boat brands, and Big Cedar Lodge, America's Premier Wilderness Resort. Under the visionary conservation leadership of Johnny Morris, Bass Pro Shops is a national leader in protecting habitat and introducing families to the outdoors and has been named by Forbes as "one of America's Best Employers."