FIND YOURS.

Priority #1 – How to Master the Omnichannel Experience

Presented by:
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Objectives

• Understand how technology adoption positively impacts changing business models

• Overcome pain points that arise in shift from traditional retail model to omnichannel order fulfillment

• Learn how automation benefits all operational areas in the distribution center
For more than 90 years, Haggar has led the industry in innovation, comfort and easy care fabrics. We’ve earned the trust of Hall of Fame athletes, presidents and American heroes.

“Quality and craftsmanship should be a RIGHT, not a privilege.”

-Haggar founder J.M. Haggar
Haggar Challenges & Objectives

• Retailers have been challenged with the RAPID adoption of the omnichannel fulfillment model
• Traditional infrastructure not built to support direct to consumer fulfillment
• Impact of omnichannel fulfillment to brand loyalty
Omnichannel Fun

SHOWROOMING

THIS PAIR IS SO PERFECT, I CAN'T WAIT TO BUY THEM CHEAPER ONLINE SOMEWHERE. WHAT'S YOUR WIFI PASSWORD?

@marketoonist.com
Shift to Omnichannel Fulfillment

• Overcoming Pain Points
  • Higher volumes of smaller, direct to customer orders processed at packing stations
  • Existing infrastructure limitations
  • No real-time visibility into existing processes
Automation in the DC

Historically, Haggar has utilized voice technology to improve and streamline order fulfillment operations.

Apply automation to all functional areas of the DC and reorganize the DC infrastructure to extend the benefits into all operational areas.
Automation in the DC

Four-phase Approach in Fort Worth, Texas facility

- Upgrade to Voxware VMS 2019
- Voice & Visually Augmented Pack Station Implementation
- Inbound (Receiving & Putaway)
- Pick and Pass
Phase 1 – Upgrade to VMS 2018

• Deploy cloud-based platform
  • Speeds future development and additional voice/Augmented Reality processes
• Improve performance by enhancing voice picking process
• Improve visibility of ‘work in progress’ and picker productivity
• Capture real-time metrics of individual performance
• Upgrade all hardware devices/accessories (Android)
Phase 2 – Pack Station Processes

• Resolve pack station pain points through automation and visually augmented processes
• Reduce process steps as well as printed labels
• Dramatically decrease training time for new employees
• Reduce labor by automating the pack station process; opportunity to increase pack station production by 1.6 units per minute
• Increase employee retention
Phase 3 – Inbound (Receiving & Putaway)

• Accept all inbound orders in “blind” and do the detailed receiving of every item at the putaway location
• Dramatically reduce the number of scans/touches of inbound merchandise
• Reduce the time and effort to receive product into the DC
Phase 4 – Pick and Pass

• Utilize the same pick and pass process in the mezzanine and garment on hanger (GOH)
• Reduce picker travel time
• “Pick multiple” if two or more assignments in the train have a common SKU
• Validate the pick to ensure it was placed in the correct tote
• Make order fulfillment more efficient
Operational Results

The Cascading Effect of Voice
The cascading effect of voice benefits grows in power and size as processes flow downstream (inbound to outbound)

When **Receiving** is right * **Put-Away** success

When **Put-Away** is right * **Picking** success

When **Picking** is right * **Packing & Loading** success

When **Packing/Loading** is right * **Customer** Success!

When **Cycle Counting** is right * high level of **inventory accuracy**
Key Takeaways

• Automation across all areas in the DC enables operations to deliver an optimal omnichannel experience

• Gain better visibility of your inventory, optimize your workforce and increase your customer satisfaction by adopting omnichannel technologies

• Analytics provides enhanced views into the entire operation, beyond the benefits of omnichannel technologies
Happy Customers!
For More Information

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