

Case Study

Carrefour

Navigating System Complexity to Maintain Market Competitiveness

Carrefour has footprints in more than 31 countries and territories globally and is a major retailer which operates hypermarkets, supermarkets, discount outlets and convenient stores. In collaboration with third party logistics service providers (LSPs) across China, six distribution centres (DCs) have been setup to-date serving more than a hundred retail outlets in the country.



High stock keeping unit (SKU) counts, massive transactions and small pick volume are typical for a retailer. The logistic operation depends strongly on a robust system to fulfill the overarching store demand. Carrefour's system integrates with both the suppliers and LSPs.

The concept of voice picking is not new to the DC team. The team was already using the system from another voice provider. However, the local technical support was lacking and the device quality was poor. Moreover, certain workflow customization was not possible during initial implementation leading to overall deficiencies.

Richvoice recommended BetterMAN Voice Picking System while redesigning the workflows and fully integrating with the warehouse management system (WMS) of the LSPs. This project fulfilled the mid-term goals and regained the end-user confidence on voice. The return on investment (ROI) of this project is less than 12 months.

Project Challenge & Approach

The implementation of the next generation BetterMAN Voice Picking system takes into account the challenges of wired-headset, poor voice recognition, inflexible voice middleware and poor wifi coverage.

The wired headsets have been replaced with bluetooth headsets which are ergonomic and hassle-free. Voice recognition capability has been finetuned leading to improved recognition rate and productivity. The long-awaited workflow customization has been developed and integrated with the WMS.



The transition of Carrefour team is seamless due to prior experience in voice. Overall, the client is satisfied with the new devices and enhanced workflows.

In addition, the management gains full visibility of the operation through BetterMAN's ECM dashboard. This dashboard is robust and customizable.

Lastly, associates no longer have concern on poor Wifi coverage as BetterMAN devices are designed to adapt to such scenario.

Business Results

- Improved picking productivity by 20%
- Improved voice recognition rate
- Achieved accuracy of up to 99.99%
- Improved employee morale through incentive system
- Decreased training time
- Reduced work injuries and improved safety record



Customer Feedback

"The transition to bluetooth headset is definitely a positive experience to our warehouse associates. Our movement is more flexible now."

"Getting local technical support from Richvoice is more efficient than before. Our customization requests were fulfilled in a very short time leading to productivity gain."

"We no longer worry about losing any picking data while in poor Wifi coverage area. The intelligence of this design proves that BetterMAN Voice Picking is a platform we could count on."

Company Profile



Shanghai Richvoice Technology Co., Ltd. is a global leader in voice picking solution, BetterMAN Voice Picking Solution is a product from Richvoice for enhancing logistics centres and warehouse operations.

This innovative solution is specially designed for distribution centres and has been recognized as an effective, efficient and advanced technology in many countries, suitable for picking, route optimization, personal performance, put-to-store, replenishment, put-away, cycle-counting, cross-docking and other warehouse activities.

BetterMAN Voice Picking Solution can significantly improve efficiency and accuracy by freeing up the hands and eyes. Moreover, it minimizes operator's walking distance through path optimization and provides labour management and incentive visualization by "gamifying" one's work experience. The system can seamlessly integrate with any WMS or ERP as well as data systems and support the widest range of mobile terminals, enabling enterprises to leverage on existing hardware for highest ROI.

For more information, please visit: www.richvoice.com

