

Case Study

Domino's Pizza

Leveraging Solution Capabilities to Drive Rapid Business Expansion

Domino's Pizza was established in 1960. It is one of the reknown quick service restaurants in the world. In China, it has more than 300 outlets (as of September 2020). The local supply chain team supports raw materials procurement, food safety control, supply to stores and three distribution centres (DCs).



As the business continues to grow rapidly, operational bottleneck becomes one of the barriers for the supply chain team. The DC is swarmed with high picking volume, not to mention fulfilling both the loose and full case picks. This challenge further exposes the weaknesses of conventional paper picking - inflexible, low efficiency and high error rates.

Project Challenge & Approach

In 2019, the client took the decision to implement the next generation BetterMAN's Voice Picking system with the aim of taking its productivity to the next level and digitizing the DC operations.

This is a complete revamp of the picking process where the associates will be equipped with voice wearable. Put-to-Store operation is made possible along with this business transformation.

The implementation has also set the stage for future expansion. Voice provides the flexibility to adjust the operation based on volume fluctuation and resource constraints.



The learning of voice system can be done through a short voice template training session. Meanwhile, the system introduces standardized workflows.

Change management is the key to associate acceptance and new process adaptability.

Through BetterMAN's ECM dashboard, the management has full visibility to effectively manage and reward the team. The platform allows flexible assignment of duties based on skills-set and pace.

Business Results

- Increased picking productivity by at least 30%
- Achieved accuracy of up to 99.99%
- Increased operational flexibility between piece and case picks
- Improved employee morale through incentive mechanism
- Decreased training time
- Reduced work injuries and improved safety record



Customer Feedback

"One of the key changes to our process is that operators are expected to scan the item and provide check digits as verification before hearing the pick quantity from the system. This systematic approach has effectively controlled pick accuracy and process consistency where this was not possible with paper picking."

"The path optimization feature in conjunction with batch picking has pushed our picking productivity to the next level. Our associates spend less time walking by leveraging on the recommendations from AI algorithm. Overall employees are highly satisfied with the introduction of voice picking at our sites."

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

