An e-commerce giant in the Middle East increased ROS by ~138% within 7 months of onboarding Increff WMS

SUMMARY

One of the largest e-commerce brands in the Middle East was looking for a specialized WMS to manage inventory efficiently, increase inventory exposure and boost rate of sales. They needed a customized solution that could fit their multi-variety environment and complexity of operations. With an increase in revenue and the scale of operations, the e-commerce giant needed a WMS which supported diverse capabilities; the ability to adapt to the changing market dynamics, enable accurate order fulfillment, and address the need for speedy deliveries.

PROBLEM STATEMENT

The leading e-commerce brand was using a homegrown ERP and an internally developed WMS. For supporting their growing business requirements and an expanding customer base, they wanted an advanced solution that would boost warehousing operations and improve productivity. **They wanted to:**

Improve efficiency in warehousing and resolved issues that led to Inwards and order dispatches not getting completed on time.

Enable faster syncing to prevent inaccuracy in inventory management and order fulfillment.

Facilitate better tracking of inventory aging and shelf life, to enable real-time order updates and prevent order cancellations due to excess booking.

SOLUTION

Increff WMS replaced their multiple solutions with a single integrated platform to bring greater accountability and efficiency to processes.

Improving inventory management efficiency and accuracy with inventory serialization:

▸ Serialization allowed 100% inventory traceability within the warehouse, with 100% accuracy at the bin level.
▸ Orders could now be processed faster with zero loss of items or resource time in tracking them, thus increasing efficiency

Faster order fulfillment with Express picking (CPT & priority) configuration:

▸ CPT considers SLA, and Priority consider orders containing a priority flag. Channel express delivery definition can be set by the user in the WMS
▸ Orders could be created with a priority flag to pick CPT/priority items of one or more sales channels with very short SLAs
▸ Courier Pickup Time (CPT) picking configuration narrows down the picklist by showing only urgent/express orders for a channel and allows the brand to prioritize orders according to SLA and Channel
▸ Express orders that were previously delivered in 1 or 2 days were now jumping the queue in SLA and being shipped faster with Increff WMS
▸ To capture accurate order dimensions at the packing stage, Increff WMS integrated with their Cubiscan system, (a dimensioning system that captures volumetric & real weight)
▸ Express Order picking feature enabled the brand to set order priority in wave picking with configurable Wave Size and Wave Frequency i.e number of picks (items) that can happen in a given timeframe. Express order picking happens in parallel with normal order picking.

Express Order Pigeonhole picking feature:

▸ Automated order allocation to pickers eliminated the need for human intervention
▸ Separate pigeonhole picking feature dedicated to express orders enabled priority picking and efficient order fulfillment.

They reaped tangible and intangible benefits with Increff WMS, including improved order fulfillment, increased revenue & margins, and higher customer trust and satisfaction.

IMPACT

Increased Rate Of Sales (ROS) by ~138% within 7 months of onboarding.

~26%	Increase in GRN capabilities per person per hour	**~61%**	Enhancment in picking efficiency per person per hour
~94%	Increase in Overall picking accuracy from **66%**	**~29%**	Improvement in packing productivity per person per hour
~57%	Increase in B2C order per person per hour	**~86%**	Increase in B2C item counts per person per hour