



Building Trust, Efficiency and Retention in Warehouse Operations

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Under Pressure: The Challenges Facing Warehousing

Long the beating heart of robust supply chains, warehouses and distribution centers now must evolve to clear the hurdles facing the industry today.

Disruption has been the name of the game for warehouse operations, distribution and order fulfillment over the past handful of years. The reasons for the disruption are many, but the driving force behind all of it is simple to articulate — demand. The e-commerce boom was well underway but accelerated dramatically with the onset of the pandemic, and it shows no signs of slowing down.

Worldwide e-commerce sales are projected to hit \$6.3 trillion in 2023 and expand to more than \$8 trillion by 2026. **According to research from Insider Intelligence**, the U.S. e-commerce market alone is expected to eclipse \$1.1 trillion in 2023, and enjoy another double-digit year of growth (10.4%). With exponential growth across many sectors — such as food and health products — more businesses than ever before need strong warehousing and distribution capabilities to meet increased consumer demand.

Beyond the sheer volume of the demand, leadership for manufacturers, distributors, warehousing operations and more are wrestling with other constraints when it comes to modern order fulfillment:

Trust

Embracing and displaying traceability is critical as it aids in building customer trust, ensures product safety and addresses quality assurance.

Uptime

Unrelenting demand, fluid market forces, supply chain challenges and scarce labor make maximizing efficiency a focus for every DC.

Retention

Finding enough quality labor to execute organizational processes is tough; keeping it is just as difficult.

Embracing mobile devices and technology advancements offer the warehouse sector a path forward to meet these challenges. Let's examine each of those three hurdles more in-depth and discover how integrating new tools and high-quality management of that technology can help organizations pave the way to success.

Customer Trust is Built on Traceability

Today's customer has the option to acquire nearly any product from any vendor in the world through the advent of online shopping and e-commerce. With that flexibility has come an adjustment on their expectations. Availability and price aren't the all-encompassing factors they used to be. The customer's experience, the service they receive and other factors such as sustainability and the proper sourcing of materials now have a more pronounced role in the customer's decision-making process.

Good customer service is the number one quality customers seek from e-commerce companies. Customer service experiences are more important in purchasing decisions than price or product features according to **73% respondents in a recent PwC study**. Just as importantly, one in three (32%) said they would walk away from a brand after one negative experience.

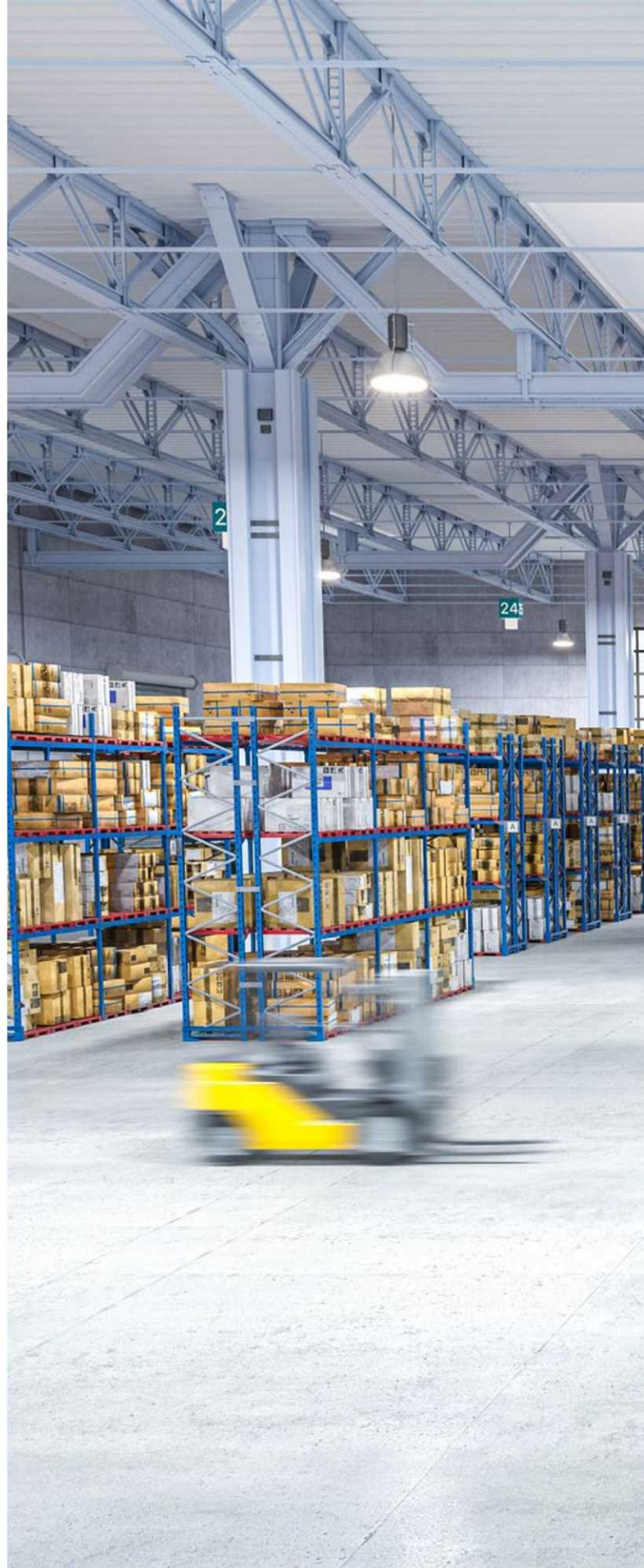
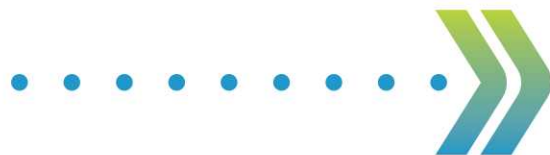
While there are many factors that go into a positive experience, traceability is essential in developing trust with customers and delivering the experience they desire. Traceability gives oversight into a product's end-to-end journey, from raw materials to finished goods, and allows customers insight into the process if they desire.



Traceability provides visibility for goods as they travel through the supply chain, from the factory, warehouse, store and on to the end users. This matters to today's discerning customer, who wants to know if what they're purchasing is environmentally friendly, sustainable or aligns with their moral concerns. Providing traceability earns customer's trust and builds brand loyalty.

Other traceability benefits include:

- Ensure products meet quality standards like ISO 9001
- Helps meet obligations to demonstrate products are safe
- Improve inventory management, leading to better forecasting and less waste
- Gives customers the ability to track shipments and ensure they hit promised dates
- Meet requirements for food & beverage products, furnishings, vehicles, electronics, pharmaceuticals and more



Keeping Tabs on Everything

So, traceability is a proven concept with tangible benefits for both the customer and the business making, shipping and selling them. How can organizations better implement a traceability system?

The most crucial component for traceability is the ability to capture product data at every stage of the journey, and to do it quickly and efficiently. The data needs to be accurate, and updated in real time.

A complete portfolio of products are necessary to deploy traceability, capable of meeting the demands present at every step in the supply chain.



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Application	Description	Product
Handheld Readers	Versatile, easy to use and capable of serving in forklift picking, bin picking, order fulfillment and shipping and receiving.	Datalogic's Memor 11 and Skorpio X5 families are versatile mobile computers series that improves business productivity and streamlines operations. Datalogic products enables retail, transportation/logistics, and manufacturing , companies to reach new levels of reliability and flexibility.
Mobile Computers	For more power in managing inventory, tracing goods in delivery up to stock rotation and even assisted sales on the shop floor.	
Stationary Readers	These can increase throughput and add traceability to their manufacturing, warehousing and distribution processes.	The Matrix family of imagers by Datalogic are designed for superior performance thanks to high resolution sensors, a new image multicore processing platform, innovative lighting solutions and industrial grade electronic focus technology, which make it the ideal imager for Electronics, Automotive, Packaging and Document Handling applications.
Vision Systems	These assist inspection and analysis, ensuring correct components are in the correct place in the correct order.	
Laser Marking	Mark serial numbers, lot and batch numbers with 1D and 2D barcodes and human readable codes for applications requiring Direct Part Marking (DPM).	Datalogic's Industrial laser markers can be easily integrated into new or existing traceability infrastructures. They can interact with your Manufacturing Execution System (MES) or ERP platforms allowing for more flexible, less expensive, and faster manufacturing.

Evolve Efficiency with Worker Devices

Despite the increased use of technology and automation in logistics environments, the need for more efficiency and uptime remains a crucial point of emphasis. This is due to the increased demand from the e-commerce boom and labor shortages that have afflicted the supply chain for the last three years. Despite tech advancements, warehouse work still requires human input for tasks surrounding filling orders, like receiving, picking, kitting, packing and sorting.

With historically low unemployment rates, an aging workforce and higher employee wages all afflicting the levels of available labor following the pandemic, adding more workers is diminishing as a feasible way to address staffing challenges. Finding labor is difficult, and onboarding new employees isn't conducive to quickly addressing immediate needs in increasing efficiency, output and uptime. For instance, **recent research found only 29% of warehouses** are able to onboard and train new employees in less than a month.



Doing More with Less

Increasingly, companies are looking to technology solutions to boost warehouse efficiency and productivity. Among the most expensive and less proven options are exciting new tools such as robotics and automated guided vehicles (AGVs), but such fixes require substantial resources to implement and integrate before any kind of ROI is achieved.

Within reach for most organizations are technology solutions that empower or augment their current labor pool. In fact, **a recent survey found that 83% of decision-makers** believe outfitting employees with devices and wearables is the best way to introduce automation into warehouse operations. In the warehouse, great benefits for increasing efficiency and maximizing productivity have been found using hands-free scanning devices — including **fixed overhead scanners** and **wearable, personal scanners**. Coupled with the mobile devices mentioned earlier, properly equipped employees can generate more output without a larger head count.

Coming to Grips with Hands-Free Benefits

- ✓ Frees up both of the user's hands
- ✓ Worker never has to stop to orient/handle the device
- ✓ Lower price of entry
- ✓ Handle more volume without adding staff
- ✓ Increased worker production
- ✓ No need for new infrastructure or costly integration
- ✓ Quick ROI



Invest in Retention Efforts

As any warehouse or logistics director can tell you, warehouse staffing remains an ongoing struggle in 2023. While many of the pandemic-caused issues afflicting the supply chain have subsided, other factors have persisted that impact warehouse managers everywhere.

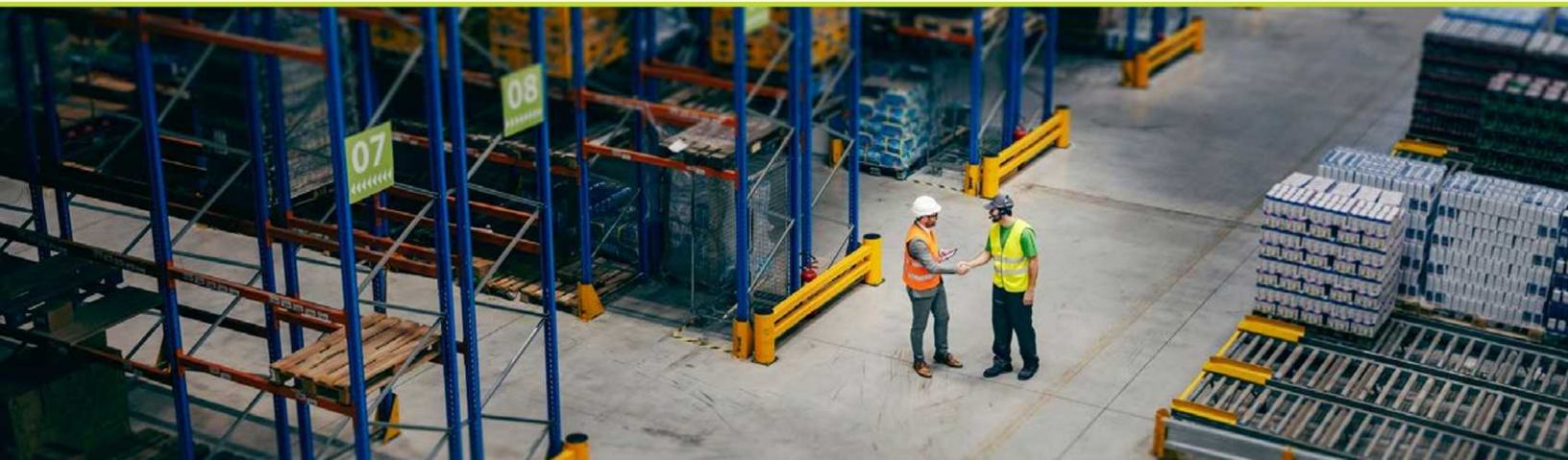
Finding and retaining labor remains a challenge. **A 2022 survey found that 73% of warehouse operators** couldn't find enough labor to fulfill all their openings — a dramatic increase over 26% who said the same in 2021. While many believe it will get easier moving forward, the industry's staggering turnover rate — **49% in 2022** — means that finding ways to retain and attract talent will remain firmly etched as a primary concern.

Prioritize Your Employee Experience

Warehouse operations demand a lot from those who work in that environment. By employing mobile technology that eases this burden, organizations can improve the day-to-day experiences of their workers. This can help with employee retention rates, increase productivity and potentially open up better talent acquisition opportunities in the future.

It's a simple fact that **happy workers are more productive**. If they enjoy their job, or have access to tools that help them work more efficiently, they'll be more inclined to stick with the position longer and recommend the company to others. With mobile devices and proper oversight of the technology, organizations can eliminate unnecessary steps in various data collection processes to balance workloads and maximize productivity.

The goal is to use the right tools with **the right support** to help your staff feel empowered, not overwhelmed. Mobile technology provides many paths to accomplish this, with options to improve ergonomics and safety while also improving efficiency and output.



Expert Warehousing Assistance

Retailers, manufacturers and logistics companies need to optimize warehouse operations to handle the increasing demand coming from e-commerce, while addressing the issues of developing customer trust, improving their throughput and efficiency and making the most out of difficult to keep workforce.

Proven mobile technology equipment, from powerful handheld computers to efficient hands-free scanners and everything in between, helps organizations make the most of what they have and their investment level. Ongoing support through a world-class provider of managed services means that investment is built to last, through the experience to know which platforms, devices and programs provide the right fit.

With **TRG and Datalogic**, you can unlock everything you need to improve your fulfillment and distribution processes. It's what we do.

About Datalogic

Datalogic is a global technology leader in the automatic data capture and factory automation markets, specialized in the designing and production of bar code readers, mobile computers, sensors for detection, measurement and safety, RFID, vision and laser marking systems.

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About TRG

TRG is a global, privately owned managed services provider that manages the full lifecycle of every enterprise endpoint. Our mission is to lead the future of enterprise technology by driving bold endpoint solutions with a success-or-else approach.

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