



## **SAINSBURY'S "TRY SOMETHING NEW" BY USING VOICE**

### **Sainsbury's implements voice to increase distribution centre efficiency**

**28 April 2008:** Leading UK retailer, Sainsbury's, has implemented voice technology from VoiteQ at three of its distribution centres - Maltby, Stone and Skelton. Their current warehouse management system (WMS), DISCO, produced paper pick lists at those depots detailing the items that the pickers needed to place into the cages for dispatch to its stores. The new voice system will be used to replace paper pick lists with voice directed work, making the process more efficient and accurate.

The implementation consists of over 100 'Talkman' devices that are being used 24 hours a day, 7 days a week to pick up to c400,000 cases. The Talkman is a wearable voice computer attached to a securely fastened belt and headset and microphone worn by the picker which interacts with the user and the existing WMS, via VoiteQ's VoiceMan middleware solution, the UK's leading software for voice-directed operations. Instructions from VoiceMan are transmitted over a wireless network to the operative who follows the location and quantity instructions. The operative responds with the verification of the product and the quantity he's picked, the device updates VoiceMan in real time, which in turn produces an output to update the host WMS with each pick result. The voice terminal recognises the pickers voice and can understand the key words used irrespective of his nationality or accent.

Nick Symmons, Sainsbury's Head of Supply Chain and Convenience Systems, comments, "Despite only recently implementing voice we have already seen significant benefits – accuracy has improved by over 1% to 99.99% and productivity is anticipated to increase by the end of 2008. We have made a significant investment in this new system, but believe with this increase in efficiency we will quickly attain our return on investment."

David Stanhope, CEO of VoiteQ, said "We have specialised in providing IT solutions to retailers since 2001; we are pleased that Sainsbury's recognised our expertise in this area and that we can now add this major UK retailer to our growing list of customers."

Symmons continues, "VoiteQ have implemented voice into all three sites with minimal disruption to our day-to-day business, and all the implementations were completed in under 3 months. Voice has had a dramatic effect on our picking operation and we are already assessing the business to see which other areas we could use voice, to reap additional benefits."

Symmons concludes, "We have recently acknowledged VoiteQ's commitment to the Sainsbury's voice implementation project by awarding them with both the 'Solution of the Year' and 'Supplier of the Year' at

our 2008 awards. With the level of service we have received from the VoiteQ team, we are looking forward to working with them on future projects.”

- End -

### **About Sainsbury's** **www.sainsburys.com**

J Sainsbury plc is a leading UK food retailer with interests in financial services. It consists of Sainsbury's Supermarkets, Sainsbury's Local, Bells Stores, Jacksons Stores and JB Beaumont, Sainsbury's Online and Sainsbury's Bank. It employs 148,000 people.

Their objective is simple; to serve customers well and thereby provide shareholders with good, sustainable financial returns. They aim to ensure all colleagues have opportunities to develop their abilities and are rewarded for their contribution to the success of the business. Their policy is to work with all of their suppliers fairly, recognising the mutual benefit of satisfying customers' needs. They also aim to fulfil their responsibilities to the communities and environments in which they operate.

Their goal

At Sainsbury's they deliver an ever improving quality shopping experience for their customers with great product at fair prices. They aim to exceed customer expectations for healthy, safe, fresh and tasty food making their lives easier everyday.

### **About VoiteQ** **www.voiteq.com**

VoiteQ provides voice directed solutions enabling a hands-free and eyes-free method of warehouse picking that results in a smoother, more continuous operation, which increases productivity and accuracy.

Founded in 2001 and headquartered in Blackpool, UK, VoiteQ is the UK's largest supplier of voice directed distribution systems, supplying more than 70% of UK warehouses which have voice implementations.

VoiteQ supplies fully integrated retail solutions which incorporate Business Management Systems, Warehouse Management Systems, and EPoS systems, as well as VoiceMan, the UK's leading middleware software for voice solutions.

### **About Vocollect** **www.vocollect.com**

Since 1987, Vocollect, Inc. has delivered proven performance improvements in productivity, accuracy, cost reduction and job satisfaction for mobile employees. Vocollect Voice literally talks people through their daily tasks, replacing cumbersome lists and traditional data capture methods with hands-free, personal voice dialogs. Through a premier global network of resellers and supply chain performance experts, hundreds of thousands of people on six continents use Vocollect Voice to improve work every day. Vocollect is headquartered in Pittsburgh, Pa., U.S.A., and supports its clients and resellers through offices in Europe, the Americas and Asia.

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