

The background of the slide is a dark blue world map. Overlaid on the map are numerous glowing white and light blue lines that represent a global network or shipping routes. These lines connect various points across the continents, creating a complex web of connections. A vertical white line runs down the left side of the slide, with a small green rectangular block at the top.

# Case Study: ContainerWorld

How ContainerWorld used voice to create consistency  
in a 3PL environment

## Case Study: ContainerWorld

The ContainerWorld Group of Companies, based out of British Columbia (BC), Canada, is a beverage logistics company that focuses on inventory management, freight forwarding, warehousing, and distribution. Founded in 1993, it started as a niche global market player for alcohol distribution in Western Canada, and has since grown to handle the majority of the BC beverage alcohol logistics marketplace, as well as a significant market share for non-alcoholic beverages and general cargo. Additionally, ContainerWorld operates its own asset based transport division, Commercial Logistics Inc., which provides, LTL, FTL, and Linehaul trucking services to more than 4,000 customers in BC.

ContainerWorld currently has three distribution centers (DCs) located in Richmond and Kelowna, British Columbia and Oakville, Ontario. Soon there will be another added in Halifax, Nova Scotia through a joint venture, giving the DCs a combined size of more than one million square feet. These DCs have a throughput of more than thirty million cases per year, with more than eight million being direct to store distribution.

### Choosing Voice

In 2013, ContainerWorld had begun evaluating a new WMS to support direct delivery operations. Multiple WMS options were considered, but one thing was certain – the system that was chosen would be





integrated with voice. ContainerWorld had an internal sponsor for the voice project, a Direct Distribution Manager that had worked with voice in a previous warehouse. According to Aaron Christmas, Director of Strategy and Technology for ContainerWorld, the decision to implement voice was easy. "Voice was always part of the discussion. We knew that whatever vendor we chose, we would be adding voice to the solution."

Ultimately, a decision was made to implement HighJump™ Enterprise 3PL along with Vocollect Voice. "Vocollect was, and is, an industry leader with a proven solution and a strong support base. It is so widely used across all segments of the supply chain, we knew we would get the success we were after," said Christmas. ContainerWorld chose to take advantage of HighJump's voice offering for the Vocollect implementation, utilizing the team based out of Bellingham, WA. "They had all the experience and skillsets we were looking for," recalls Christmas. "We were also excited to take advantage of how close they were to our primary DC. We were able to go to their office to do some of the preliminary work, and they drove up to see us as well, so it was a beneficial partnership from the start."

## Voice Versus Scanning

According to Christmas, the biggest driver toward voice over other solutions was consistency. "We run something similar to a public open warehouse model with more than 300 customers, and there are no standards on labeling compliance. Had we chosen a scanning solution, we would have struggled to overcome inconsistency." With voice, ContainerWorld was able to use a series of check digits above the items rather than a barcode, allowing them to circumvent the labeling issue.



ContainerWorld  
Serving the Beverage Industry

## Quick Facts



3 DISTRIBUTION CENTERS



HIGHJUMP SOLUTIONS  
HighJump Enterprise 3PL  
HighJump Voice

*"I don't know what we would be doing if we didn't have voice. It has allowed us to adapt to keep up with a perpetually changing market, which I don't think we could have done before.."*



Additionally, with the weight of the cases, using voice made it safer for the pickers to lift the cases. “Many of our products weigh thirty pounds or more per case,” said Christmas, “so having two hands free was a big motivator.”

## The Implementation

The implementation began in the Richmond, BC location, with a plan to get more than 40 users trained and ready to use voice. The implementation started well, but there was some apprehension from the ContainerWorld team. “We were concerned about change management,” said Christmas. “Going from pen and paper to voice was a large jump in technologies, so we wanted to stay focused on communication and training.” With the help of HighJump, ContainerWorld was able to ease those worries, and get the team excited to move forward. “We work hard to make sure that our customers are prepared to handle training for their employees, and make sure that the transition is easy as possible. There can be a learning curve with voice, but once users are familiar with the software, they rarely want to go back,” said Richard Stewart of HighJump.

The plan was to integrate the new functionality of the HighJump Enterprise 3PL platform with voice, to increase productivity and accuracy throughout the warehouse. Check digits were applied to all slots throughout the warehouse, and pick paths and workflows were optimized to work with the voice system. Smart batching was also added to the warehouse, using the Vocollect software to route pickers throughout the warehouse based on the highest priority orders that fit on one pallet, while minimizing travel time.



*“HighJump was the preferred voice integrator and they had all the experience and skillsets we were looking for.”*

## The Results

### Productivity

For ContainerWorld, the biggest impact voice had was keeping their productivity the same in a period of change in the industry. "When we installed voice, the market was experiencing a transition spearheaded by craft brewing. Normally, when you have an influx of SKU's and a lower number of units, productivity suffers. But that wasn't the case with us. We would have easily been 20% worse off if we didn't have voice."

### Accuracy

After installing voice, ContainerWorld was able to reduce operational costs while keeping accuracy consistent. "We were able to maintain the same accuracy, but we removed two permanent full-time order checkers," stated Christmas. "We became so accurate with the check digits at each location that the checking positions were no longer needed."

### Employee Guidance

Prior to voice, ContainerWorld had set up a process where all exceptions had to be addressed by a manager or supervisor. With Vocollect, the voice system guides the worker through any issues, which are then delivered to the manager through a report.

"We have seen a huge difference in the amount of time our managers are able to spend actually doing their jobs. They

have been able to re-allocate their time, and it has been really beneficial for the company," said Christmas.

### Improved Job Satisfaction

Shortly after getting voice up and running, Christmas noticed a change in his employees. "Employees started providing us with positive feedback, and told us they appreciated that we were investing in making their job better. They enjoyed using current technology, and appreciated that we made their jobs easier." That sentiment continued into their cooler area, where temperatures hovered around four degrees Celsius. "Our cooler workers were able to comfortably wear gloves rather than having to take them off to write or navigate a screen, which was a big deal to them."

### New Customers

One surprising benefit that came after the implementation, according to Christmas, was the ability to impress potential customers. "We brought in LCD monitors, and use Vocollect and HighJump tools to show real time graphs and stats throughout the DC.





When we bring in potential customers, we are now seen as a company that is committed to investing in our supply chain, which gives customers a level of confidence in us. We have gained customers simply because they are impressed by our technology."

## Final thoughts

Looking back on how ContainerWorld operated before voice, Christmas was sure that they made the right decision. "I don't know what we would be doing if we didn't have voice. It has allowed us

to adapt to keep up with a perpetually changing market, which I don't think we could have done before."

When asked if he had any final advice for someone considering voice, Christmas had this to say. "It's a no brainer. You absolutely have to do it. The proliferation of SKU's and the fast evolving workplace doesn't allow for paper processes anymore, or even to an extent scanning processes, without a lot of overhead. Voice is the best decision we've made, and it's nothing to be afraid of."

Today's consumer has ever-higher expectations for purchasing convenience, delivery speed, choice and adaptability. More options for consumers spell greater complexity for the supply chain. It's no longer enough to fulfill demand – you must anticipate it, predict it and make smarter, faster decisions.

In a high volume, complex logistics environment, the shift to an on-demand model can be challenging – but failing to adapt poses even greater risks. You need a technology partner with a proven track record of delivering efficiency and a lower cost of ownership today, plus the flexibility and innovation to help you realize your strategic roadmap tomorrow and beyond.

At HighJump, we're integrating our proven solutions for the warehouse, transportation and logistics ecosystem with emerging technologies – from around our company and around the world – to build the supply chain of the future. Leveraging advanced cloud technology, we can help you ride the wave of data to achieve greater efficiency, uncover actionable insights, and stay ahead of the curve.



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