

# Case Study

## AccuSpeech *Mobile*

Cabela's Foremost Outfitters is a leading specialty retailer and the world's largest direct marketer of hunting, fishing, camping and related outdoor merchandise. With 2012 revenues at \$3.1 billion, the company markets its products through 40 retail store locations, ecommerce and catalogues.

Cabela's Outfitters employs the innovative AccuSpeechMobile voice solution to speed multi-channel workforce distribution productivity for a wide variety of warehouse and in-store mobile workforce applications that speed product delivery for all three sales channels...retail, ecommerce and catalogue.



Cabela's Multi-Channel Distribution



Kevin Thompson  
Sr. Business Process  
Improvement Manager  
Cabela's Outfitters

**"AccuSpeechMobile is unlike any solution we've seen. Seven WMS Apps are already voice-enabled and powering our multi-channel national DCs...with more apps in the queue. We're well on our way to saving \$1 Million per year. Take a look at AccuSpeechMobile, it might surprise you."**

*Cabela's Outfitters is on target to save \$1 Million per year using AccuSpeechMobile to further speed the productivity and performance of their multi-channel distribution system comprised of Manhattan Associates applications.*

### Distribution Profile

- 3 National Distribution Centers
- Multi-Channel Distribution
- 1000 Year Round Workers
- 2400 Workers – Peak Season
- WMS – Manhattan Associates
- Motorola Solutions  
4090 – 9090 – 9190
- Voice: AccuSpeechMobile

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AccuSpeechMobile's simplified all-mobile approach to voice-enabling the most sophisticated of Cabela's applications, allowed the company to voice-enable 7 business critical applications in-less than 18 months, across three national distribution centers and retail store locations. Five (5) additional applications are already in preparation for deployment further exploiting voice productivity across the Cabela's distribution system.

## Multi-Channel Applications Voice-Enabled

### WMS Applications

- Retail Orders – Pick-to-Cart
- Catalogue Orders – Order Filling
- Web Orders – Sort-to-Order/Pack
- Cycle Count
- Put-to-Store
- Receiving

### In-Store Mobile Applications

- Reserve Cycle Count

### Voice-Enabling in the Queue

- Multi-Session Voice-Task Interleaving
- Additional In-Store Retail Functions
- Replenishment
- Additional Receiving Functionality
- Filling – Active Direct Orders
- PC-Based Fixed Station Packing



## Cabela's On Target to Save \$1 Million Per/Year with *AccuSpeechMobile* Voice

### Cost Savings

- **\$250,000** Per Distribution Center
  - Retail Picking Channel

### Increased Accuracy –

- **Without Voice** 900 Pick Errors
- **With Voice** Only 90 Pick Errors

### Inventory Productivity

- **Doubled** Number of Cycle Counts by Same Number of Workers

### Training Productivity

- **60% Reduction** in "Time to Rate" for New/Seasonal Employees

### Inventory Accuracy

- **Reduced** Outages
- **Reduction** in Re-Work Hours
- **Improved** Customer Satisfaction
- **Reduced** Shipping Costs
- **Improvements** as high as 95% due in-part to voice deployment.

# AccuSpeech *Mobile*

A Vanguard Voice Systems Company