



**BEER CAPITOL
DISTRIBUTING
IMPROVES
ORDER PICKING
EXPERIENCE
WITH HONEYWELL'S
VOICE AUTOMATION
SOLUTION**

OVERVIEW

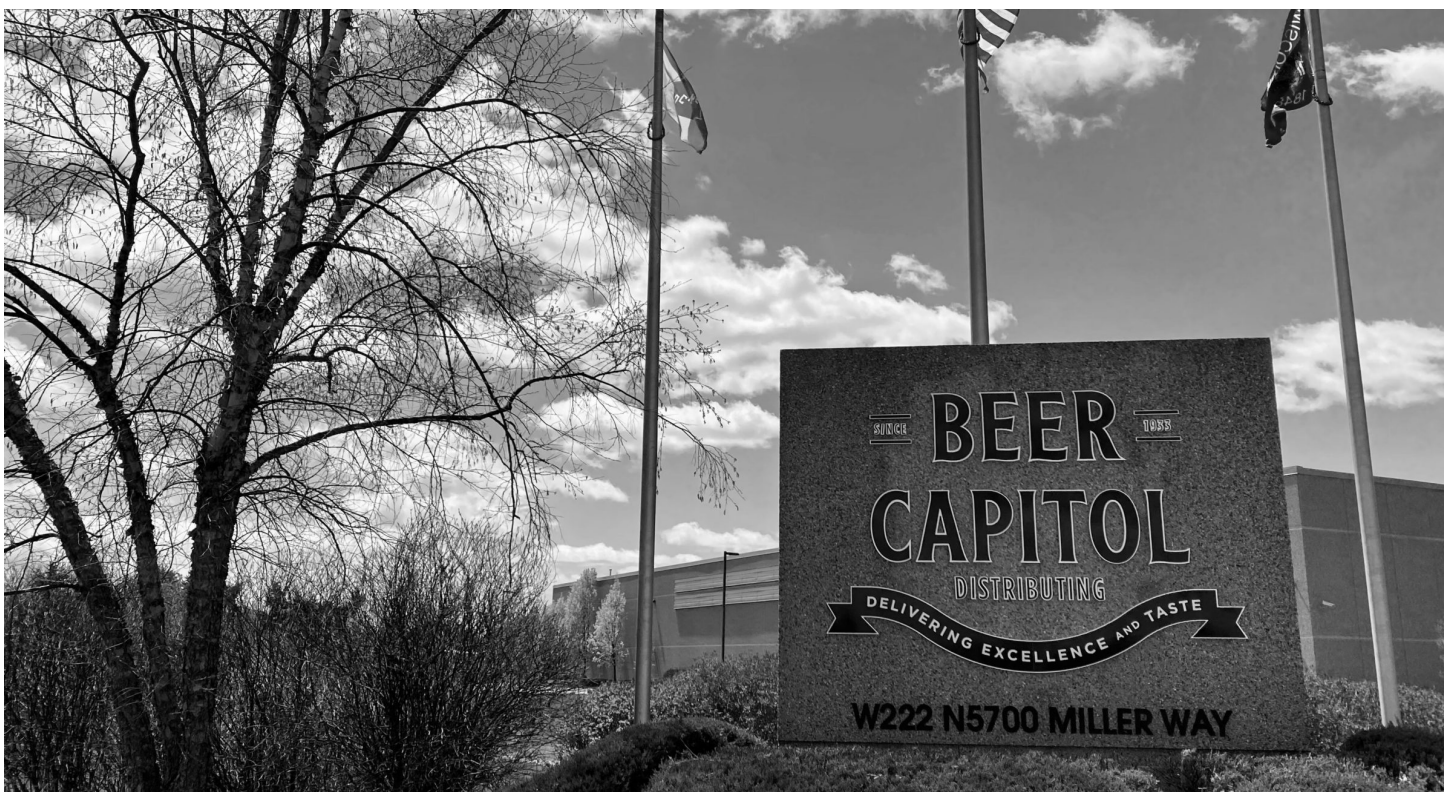
Started in 1933, Beer Capitol Distributing started as a family-owned business and grew to include 4 generations of family ownership in the beverage business before becoming a member company of the Frank Beverage Group in 2016. Headquartered in Sussex, Wisconsin, Beer Capitol has represented more than 250 various beers, 2,000 wines and spirits, 50 sodas and 3 waters over its history.

With their current hardware reaching end-of-life, Beer Capitol welcomed the opportunity for Honeywell and warehouse technology partner, Rutherford & Associates, to come and help evaluate their current order picking processes and technology for improvement opportunities. After running trials of various solutions, Beer Capitol landed on Honeywell's A720X due to its reliability and advanced speech recognition.

Beer Capitol already had 35 A500 Talkman devices, along with SRX2 headsets, in operation at their facility from a purchase in 2012. Despite already having a voice solution in place, Beer Capitol recognized that the technology is always evolving and there are more options since they originally implemented their current solution. So, when they engaged with Honeywell and Rutherford & Associates for a distribution center site analysis, they expected to revisit what they are currently doing, evaluate where they are in the process, and most importantly, understand the latest innovations of voice automation technology since their last purchase.

Vice President of Communications, Mike Gescheidle, explained, "One of my primary objectives was looking at the age of that equipment. A lot of components, like batteries, have been updated over the years. What are the newest, latest and greatest devices that are out there that are competitive to what we had selected back in 2012?"

In addition to the hardware evaluation, Honeywell and Rutherford & Associates also analyzed their current processes and operations to provide productivity-boosting recommendations. In the interest of safety, they collaborated with Beer Capitol to conduct the analysis remotely.



SOLUTION

Honeywell and Rutherford & Associates worked with Beer Capitol to trial a couple of device options so they could experience the improvement in productivity.

Gescheidle shared, “In the testing that we had done with the other solutions, we had a myriad of problems regarding either persistent Wi-Fi connections or quality of service for a VoIP stream, which makes it hard to actually be effective in the warehouse environment. The reliability in these areas was one of the primary features that drew us to Honeywell’s solution.”

RELIABLE DEVICES IMPROVE PICKING EXPERIENCES

Following the trials, Beer Capitol upgraded one-third of the devices to Honeywell’s A720x mobile devices and there has been positive feedback from the warehouse staff since the change. Beer Capitol made the conscious decision to only replace one-third of the devices upfront and roll them out to their highest-performing pickers, with the knowledge the remaining older devices would be upgraded later. After the initial rollout, pickers wanted to use the new headsets and devices due to the work experience they provided. Pickers using the new equipment were also empowered to make more money during the same shift as the device’s reliability enabled them to pick more in the same period.

DC ANALYSIS UNEARTHS OPPORTUNITIES FOR GREATER PRODUCTIVITY

Along with the evaluation of current hardware, Honeywell and Rutherford & Associates took a deep dive into Beer Capitol’s processes and provided small incremental improvements that helped Beer Capitol to optimize their voice automation solution experience. For example, users were wearing headsets without windscreens. Without a windscreen, headset mics can get dirty, which impacts voice recognition capabilities, and in turn, worker performance. Since headset mics cannot be cleaned, it also shortens the life of the device, requiring it to be replaced sooner than it needs. The recommendation? Keep an adequate supply of windscreens and have the warehouse supervisor review how to use them with the staff.

Other changes such as training on the correct placement of Talkman devices and replacing cleaning solutions that may degrade equipment were noted and provided to Beer Capitol to implement and experience even greater productivity benefits.

QUICK FACTS

Customer Profile

- Customer: Beer Capitol Distributing, LLC
- Locations: Sussex, Wisconsin
- Industry: Beverage Distributor
- Website: <https://beercapitol.com/>
- **Solution Purchased:** Honeywell Voice A720x Mobile Devices and Honeywell Voice SRX3 Wireless Headsets

Customer Results

- Reduced picker onboarding and training time
- Enhanced speech recognition to benefit diverse employee workforce
- More pallets picked per picker shift

Why Beer Capitol Chose Honeywell

- Reduce “soft costs” of operations through improved productivity
- Make onboarding more efficient for new and temporary employees
- Reliable and rugged design that operates effectively in the warehouse environment
- Improve employee picking experiences with better technology
- Observations and recommendations into processes and workflows

BENEFITS

With the new solution, Gescheidle estimates that they don't have to develop voice templates per picker to set them up in the system and get them on the floor to start picking, which enables them to shave 35-45 minutes off the onboarding process.

One of the biggest benefits to the Beer Capitol employees is the quickness of the response in terms of the picker making a reply and the talkman unit responding with the next series of commands or directives.

The new equipment also made a difference in picker experiences and productivity. Gescheidle reports of pickers that moved to the new technology, "our employees wanted to use the A720X mobile device and the SRX 3 headsets" because of the better responsiveness. The voice recognition quality was more forgiving, especially in terms of pickers that have strong dialects, which posed a bit of a challenge from time to time with the old system.

What ultimately landed Beer Capitol on Honeywell's voice automation solution was how reliable and high-quality it was compared to other tested solutions.

"For me, the deciding factor is how reliable is it out of the box. There are an awful lot of hard and soft costs that are involved in these types of decisions. But, in this case, we really drilled down the impact of soft costs and are maintaining some good efficiency regarding our processes and the new solution."

— MIKE GESCHEIDLE, VICE PRESIDENT OF COMMUNICATIONS

With Honeywell's voice automation solution supporting its pickers, Beer Capitol is well-positioned to expand, while keeping a close check on operational costs, picker experiences and the efficiency of processes. Not only is that a win for Beer Capitol, but it's also a win-win for its employees and their loyal customer base.



For more information

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FUTURE
IS
WHAT
WE
MAKE IT

Honeywell