Orckestra

Pick & Pack Perfection

Sobeys delivers online grocery orders faster and better through Orckestra's innovative mobile commerce technology

Sobeys inc.

Sobeys Inc., a North American pioneer of online grocery, has been offering online convenience for nearly 20 years. One of Canada's only two national grocery chains, they serve the food shopping needs of consumers from coast to coast with approximately 1,500 stores covering all 10 provinces under retail banners including Sobeys, Safeway, IGA, Foodland, FreshCo, Price Chopper, Thrifty Foods and Lawtons Drugs. The more than 125,000 employees and franchise affiliates are dedicated to Sobeys' promise to *help Canadians Eat Better, Feel Better, Do Better.*

📈 ADAPT	🎫 PERFORM	💡 INNOVATE
Implemented new Pick & Pack application optimizing in store fulfillment operations for each IGA independent grocer.	Pickers are empowered to complete orders accurately and faster, significantly improving customer satisfaction.	Pick & Pack is just one of the ways Sobeys leverages the Orckestra Commerce Cloud to optimize their entire ecommerce ecosystem.

⏳ THE SITUATION

As the demand for online grocery grew, Sobeys instinctively recognized the need to modernize its online order fulfillment process to be more efficient while continuing to provide high-level quality and customer service. Furthermore, an internal study showed that with an average picking time of 1 hour per order and an evaluated 25% of orders going out with errors, improving the fulfillment process would be a relatively easy way to grow the online business by:

▷ Reducing picking time to maximize labor costs;

▷ Resolving order accuracy to improve customer retention and reduce complaint resolution costs.

"Orckestra's Pick & Pack solution is highly intuitive, and the learning curve from a manual process to a digital one was relatively simple for our pickers. At the end of the day, it's our customers who are benefitting."

Mathieu Lacoursière, Head of Operational Excellence at Sobeys

⌖ THE SOLUTION

Working with Orckestra and using the window of opportunity offered by the re-engineering of their full e-commerce with Orckestra Commerce Cloud running on Microsoft Azure, Sobeys decided to implement a new in-aisle scanning device software native to the platform that would help pickers shop faster and more accurately.

PICK & PACK SOLUTION

The first set of features available in the Pick & Pack application is geared toward order accuracy and customer service. In the most basic of scenarios, the picker scans each product. If the bar code does not match the ordered product, the pick cannot be completed. However, the application supports picker-driven modifications to the order, enabling them to make informed substitutions based on customer comments and preferences in the order. This empowers pickers to complete orders faster, and as all these cases are reported at the end of picking, they can easily validate substitutions with the customer before completing the order, thereby improving customer care.

PLANOGRAM INTEGRATION

The second set of features is geared toward optimizing picking time. Basically, the Pick & Pack application integrates with the store's planogram data where an administrator can define optimal picking sequence by product categories. Based on the order, the algorithm organizes the list of products in the most efficient picking route, often following the cold chain starting with dry goods, then fruits and vegetables, meats and ending with frozen items. Moreover, the devices can be customized for each individual store's footprint.

⊕ THE RESULTS

Native integration of Pick & Pack with the Orckestra Commerce Cloud running in Azure makes Sobeys one of the most digitally advanced grocery organizations in North America.

Their optimized in-store order fulfillment is demonstrating immediate benefits to their ecommerce business. And pickers are fulfilling more orders more accurately in less time, resulting in increased customer satisfaction and decreased resolution costs for product replacements, delivery of missing items, and in-store coupons.

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