

# Honeywell Voice Provides the Solution for Speed and Order Accuracy Needs

**Client:** La Comer

**Industry:** Supermarket



## Challenge

- Order fulfillment accuracy issues
- Low productivity in warehouse operations
- Managing seasonal demand and operational bottlenecks

## Solution

- Voice-directed picking
- Hands-free warehouse workflows
- Real-time task interleaving

## Results

- Up to 50% productivity improvement
- 99.6% order accuracy
- ROI in less than 12 months



Comercial City Fresko S. de R.L. de C.V. is the third-largest supermarket chain in Mexico, operating 76 stores: 33 La Comer locations, 13 City Market stores, 19 Fresko supermarkets, and 13 Sumesa branches. Founded in 1930, the company has a long standing tradition in Mexico, emphasizing cleanliness, product selection, and employee support programs in its stores.

The company manages its supply chain through four distribution centers: one dedicated to textiles, a national perishables facility, and two regional plants.

When order fulfillment was done using paper-based processes and handheld scanners, the company faced significant operational challenges, frequently receiving incomplete or incorrect orders

The opening of a new perishables facility provided the opportunity to take a fresh approach by adopting voice technology to enhance overall business performance.

Today, the textiles facility utilizes Honeywell Voice Picking for order fulfillment and receiving. Meanwhile, the perishables facility leverages the technology for order picking, cross docking, item sorting (put-to-store), receiving, shipping/loading, and irregular picking.

## Challenge: Improving accuracy and speed in order fulfillment

Operators using handheld scanners struggled to effectively follow established processes or capture key order information, which hindered both productivity and overall accuracy.

La Comer measures distribution center (DC) performance based on the service level provided to stores, which includes comparing the quantity shipped versus what was ordered, delivery timeliness and quality, order accuracy, and verifying whether shipments arrived in good condition and free of damage. Within this performance hierarchy, the company sets specific goals that must be met for every order.

Following an internal investigation, DC leaders identified the overall main issue: during order fulfillment, operators hesitated while using handheld devices or paper-based lists, making it difficult to efficiently follow processes. It became clear that a voice-directed, hands-free, eyes-free approach would be the best solution for the company's operational needs.

After consulting with its technology partner, Argano, La Comer chose Honeywell Voice as the ideal solution to optimize warehouse operations.

## Solution: Integrated voice capabilities

The hands-free, eyes-free voice feature helps associates ensure that shipments are completed accurately and on time. The company operates with two workflows: traditional order picking and item sorting.

By integrating Honeywell Voice into this workflow, operators experienced a 50% improvement in productivity

The ability to interleave tasks through voice means operators can easily switch between tasks to minimize travel time, allowing the company to allocate more personnel to receiving and item sorting during peak order periods, which typically occur before the summer season.

La Comer has leveraged this flexibility to eliminate bottlenecks and achieve higher productivity levels, enabling the company to handle seasonal demand surges that previously required overtime labor. This represents a cost-saving measure compared to hiring.

## Results: Increased productivity and service levels

Operational visibility and workflow efficiency have also improved. With voice-enabled processes, La Comer achieved up to a 50% productivity increase in its textiles facility and a 25% improvement in perishables scanning operations, along with significant gains in weight capture accuracy.

These efficiencies help ensure that shipments are prepared quickly and correctly, supporting higher service levels across the distribution network.

Ultimately, the solution has enabled La Comer to achieve 99.6% order accuracy while reaching return on investment in less than 12 months. By optimizing warehouse workflows and eliminating operational bottlenecks, the company is now better equipped to manage seasonal demand fluctuations while maintaining high standards of service for its stores and customers.

In addition to these operational improvements, the implementation of voice technology has strengthened coordination across warehouse teams and streamlined operational workflows. With clearer task guidance and real-time execution, operators can move more efficiently between activities, reducing delays and improving overall process consistency.

**“Our most important goal is to continuously improve service levels across our 200 stores. We must be as efficient as possible in terms of power, speed, and product cost. Honeywell Voice has helped us meet and exceed our productivity and accuracy goals. Customers have definitely noticed our faster, more precise response times.”**

Corporate Logistics Management  
Comercial City Fresko  
S. de R.L. de C.V.

Through the successful implementation of voice technology, La Comer has strengthened the efficiency, accuracy, and agility of its warehouse operations. With improved workflows and greater operational visibility, the company is better positioned to support store replenishment and respond to changing demand.



## About Argano

Argano is the first and largest Global Specialist Consultancy exclusively focused on the design and delivery of High-Performance Business Operations with our AI-forward approach to transformation. We pioneer intelligent and connected solutions for our clients' operational environments across customer engagement and service, revenue management, finance and planning, supply chain, and workforce optimization, driving both efficiency and the agility to innovate product, service, and organizational design at the speed of today's market. Competitive advantage, cost optimization, customer satisfaction, and sustainable growth are our North Stars and our promise to our clients. Learn more at [argano.com](https://argano.com).



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