

# Increasing Productivity by 30% across 4 Distribution Centers with Honeywell Voice Picking Technology

**Client:** Copservir LTDA Cooperativa Multiactiva

**Industry:** Convenience



## Challenge

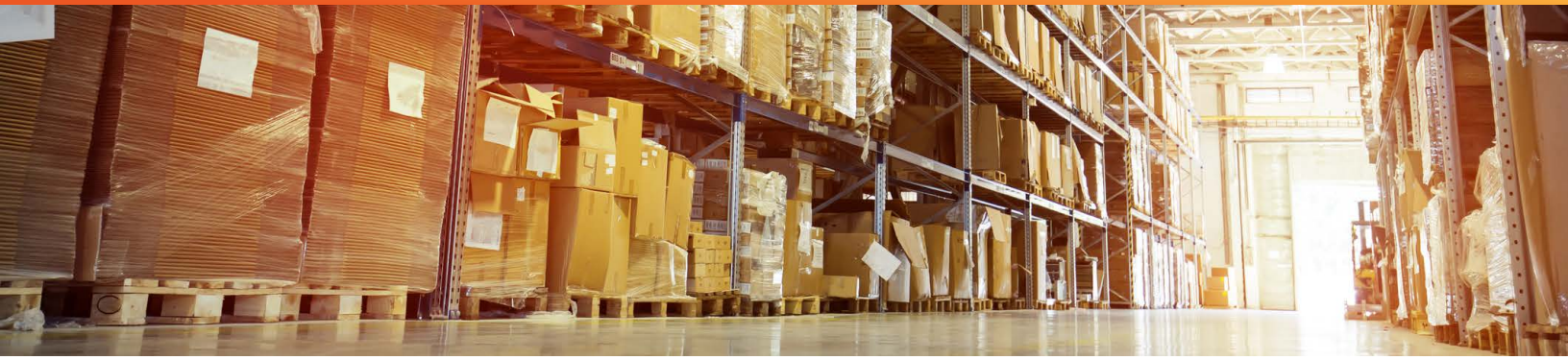
- Scaling a rapidly expanding retail network
- Inefficient logistics impacting productivity and accuracy
- Need for fast-ROI technology with seamless integration

## Solution

- Honeywell Voice Picking technology
- Optimized warehouse layout and picking processes
- Best-practice driven workforce allocation and operations

## Results

- 30% increase in productivity
- 25% reduction in errors
- 20% increase in shipments to stores



Copservir LTDA Cooperativa Multiactiva (Copservir) has been a key player in the Colombian market since 1995. The cooperative operates over 950 points of sale nationwide, spanning 198 municipalities, and employs more than 6,600 people.

Today, Copservir is recognized as one of the country's largest pharmaceutical distributors, offering an extensive portfolio that includes prescription and over-the-counter medications, personal care products, food and beverages, and household goods, all focused on retail sales.

As Copservir continued its steady growth, it became clear that investing in advanced technologies was essential to expanding its network of points of sale, broadening its product portfolio, and scaling its mini-market format.

## Challenge: Selecting the right solution

Copservir needed to optimize its logistics processes by implementing technology that would enable it to achieve its goals while ensuring a rapid ROI and delivering measurable benefits.

After a comprehensive selection process, the cooperative chose Honeywell's Voice Picking technology, recognized for its ability to deliver fast ROI, quantifiable operational benefits, and seamless integration with any ERP or WMS system.

## Solution: Strategic implementation and process optimization

The implementation project began at the Barranquilla distribution center. The first step was conducting a detailed analysis of the logistics processes to provide recommendations and engage key stakeholders, such as the logistics and systems departments.

During the analysis, best practices were recommended to maximize the tool's efficiency, such as: storing high-activity products in strategic locations to achieve higher productivity levels in the picking process, assigning the most popular products to easily accessible areas within the warehouse, and balancing personnel activities by assigning one picker per area, which reduced congestion and minimized travel times.

After completing the implementation at the Barranquilla center, the same process was successfully replicated at the remaining three distribution centers in Bogotá, Bucaramanga, and Cali.

"If I could describe the success of this project in one word, it would be: productivity."

Logistics Department  
Bogotá Distribution Center

## Key benefits:

- 30% increase in productivity across its 4 distribution centers
- 20% increase in the number of shipments to points of sale
- 25% reduction in errors
- Reduction in overtime hours
- Reduced use of paper and labels
- 15% growth in points of sale



## About Argano

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