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Warehouse Strategy in E-commerce Industry – Stellium Approach

About the company

The client is one of the most prominent players in the Indian E-commerce industry with revenues of over billion dollars. The client has over 20 million products in more than 50 categories and caters to a registered user base of more than 20 million online shoppers. Due to increased business growth, there was a need for reducing total order cycle time by improving warehouse process efficiency and increasing resource productivity.

Business objectives

To bring process efficiency and improve resource productivity in the Ecommerce industry.

Business complexities

- High order volumes and high variability in demand.
- Lack of automation.
- Manual Paper based processes leading to resource intensive processes.
- Fast order execution requirements.
- High service level and quality requirements.

Project highlights

- Lean process flow using a HHT for higher productivity and better utilization of resources.
- Developing a Zero touch application, once a process begins the HHT ensures the worker is directed to the next action immediately without any user interference till the process is completed.
- Using Audio Visual Management to depict errors for faster system gratification.
- Sound in the form of beep to confirm the completion of an action.

Value delivered to the client

- Reduction in process time by 88%.
- Reduced number of errors because of touch confirmation in case of errors and warnings.
- Better process efficiency and resource productivity.