

United Supermarkets Takes a Fresh Approach to Online Grocery Fulfillment with Wynshop

United Supermarkets is a North American supermarket grocery store chain headquartered in Lubbock, Texas. Its first store opened in 1916, and it has since grown to include 95 stores in 30 Texas cities. In 2013, United Supermarkets was acquired by Albertsons, the second-largest supermarket chain in North America.



95
Stores



18,000+ Team
Members



Pick Rate:
150 Units/Hour

United Supermarkets' Digital Transformation Journey

In 2016, United Supermarkets had a list building solution for shoppers to plan their grocery lists, and shoppers could not order groceries online. They were seeking an in-house digital commerce solution that could provide complete control over the customer experience and drive costs out of their operations with efficient order fulfillment. United Supermarkets selected the industry-optimized Wynshop platform in order to offer an exceptional click and collect experience for shoppers while maximizing margins and maintaining ownership over their customer data and customer loyalty.

Upon the successful implementation of Wynshop Commerce, they launched a pilot program with Wynshop Fulfillment at four stores before rolling out the picking application to 55 locations to expand their pick-up and delivery services. Their team engaged with the Wynshop consulting team to prepare for their anticipated rapid growth, including what it would take to scale a single location to 1,050-1,400 orders per week.

In 2019, they elected to upgrade to the latest version of Wynshop to take advantage of its artificial intelligence capabilities, extensible technology architecture, and growing partner network.

2016

- Implemented Wynshop for Commerce and Fulfillment
- Picking at 4 stores

COVID-19 2020

- Picking at 55 stores
- Scaling stores to 1,050 - 1,400 orders/store/week

2023

- 75% of stores with curbside pickup
- New store locations
- Expanding existing locations
- Micro-fulfillment centers
- Advanced AI on Wynshop platform

COVID-19 Impact

The order volume United Supermarkets anticipated to do five years down the road became their reality seemingly overnight in March 2020 due to the outbreak of COVID-19. Overall sales and order volume increased by 2.5X compared to the year prior and staffing in stores quickly doubled to fill online orders. Fortunately, with scalable systems in place, they were able to keep up with the demand and meet shoppers' expectations of a seamless, convenient shopping experience.

“Managing the sudden and massive increase in order volume would not have been possible without the scalable Wynshop software.”

- Chris Farr, Director of E-commerce, United Supermarkets

Efficient Order Fulfillment

United Supermarkets relies on Wynshop Fulfillment to **achieve pick rates of up to 150 units/hour**. The typical manual pick rate of 60-80 picks per hour can be multiplied when automation and intelligence are applied. United Supermarkets attributes their high pick rates to:

- **Multi-order picking:** Multi-order picking allows United Supermarkets to fill more orders without increasing headcount. Team members pick up to eight orders simultaneously.
- **Area mapping:** Pickers are trained to pick across the entire store rather than specific zones to ensure efficient picking across any section or zone of the store. Items are mapped to a section of the aisle and pickers are guided by a handheld device that directs them to the area with a picture of the item to help them quickly and easily locate the item.
- **Picking path optimization:** United Supermarkets feeds data into Wynshop Fulfillment, and the system optimizes the pick paths accordingly. This ensures pickers pick items throughout the store in the most efficient manner for the multiple orders they fill at once.
- **Reports and dashboards:** Management relies on reports and dashboards to oversee operations and identify areas of improvement. Real-time reports provide visibility into picking performance at the store/sector/employee level to ensure items are being picked correctly and efficiently.
- **Intuitive mobile tools:** Wynshop Fulfillment provides pickers with intuitive tools at their fingertips that boost productivity, picking accuracy, and speed. Pickers are able to adopt the tools in a matter of hours.

With the Wynshop platform and the support of the Wynshop team, United Supermarkets is well-positioned to continue to innovate and thrive in the digital economy. They are preparing for their next phase of growth with plans to open new store locations, expand existing locations, and roll out curbside pickup at 75% of their stores by 2023. They continue to set the industry standard for operational excellence, digital profitability, and customer satisfaction.

Wynshop Platform:

- **Wynshop Commerce** is a complete e-commerce solution that gives retailers the ability to accept and process orders, manage their digital storefront(s), personalize individual shopper experiences, and manage content without the need for special technical skills
- **Wynshop Fulfillment** is an order orchestration and fulfillment app that supports multi-order picking and picking path optimization to increase order fulfillment efficiency by **3-5 times** or more
- **Wynshop Search** is a search management and merchandising tool that allows the grocer to present shoppers with highly personalized search results using artificial intelligence to generate **20%** larger share of wallet than with competitor e-commerce solutions

About Wynshop

Wynshop (formerly ThryveAI) is an ambitious team of digital evangelists and innovators obsessed with a solitary mission—to help grocers and other local store-based retailers grow wildly successful online businesses. Our refreshingly easy-to-use digital commerce platform enables efficient in-house picking, reduces fulfillment costs, and gives retailers the ability to fully personalize the customer journey, amplifying shopper loyalty."