

Driving ROI:

The Business Case for a Grocery Order Fulfillment Solution



This ROI impact study is for decision-makers in grocery retail organizations who are responsible for building the business case for transitioning away from a legacy or homegrown order fulfillment solution or third-party vendor to an in-house order fulfillment solution. Wynshop (formerly ThryveAI) worked with customers to explore how large, independent grocers are addressing common order orchestration, picking, fulfillment, and last-mile delivery challenges. Interviews with our customers revealed that the Wynshop order fulfillment solution, Wynshop Fulfillment, addresses customer challenges and quickly delivers measurable results with a high return on investment, including:

- **3x more** items picked/hour than with traditional picking solutions (160 items picked per hour compared to 50-60 items per hour using manual solutions)
- **67% reduction** in fulfillment costs
- **37% higher** profit per order than with competitive fulfillment solutions

This research study highlights examples of validated operational and business benefits that can be realized with Wynshop Fulfillment.

The explosive growth and sustained surge of online grocery shopping adoption caused by the pandemic highlights the critical importance of having scalable fulfillment technology to meet heightened demand. To be successful in today's competitive environment, grocers need digital commerce solutions that can improve efficiency and reduce the operational costs of online ordering, fulfillment, curbside pickup, and last-mile delivery.

According to RIS News, inefficient processes and single order picking can cause an 8% margin loss for grocers who offer online ordering.

Grocers can protect their margins and drastically improve e-commerce profitability by deploying scalable, multi-pick fulfillment applications in-house. While it might seem easy to outsource fulfillment to a third-party, it comes at a steep cost to the grocer, including fees up to 10% per transaction and complete loss of control over the customer experience and customer data.

In-depth interviews with Wynshop customers found that Wynshop Fulfillment addresses these challenges and delivers measurable results with a high return on investment across critical areas of order fulfillment. Following are highlights illustrating how Wynshop Fulfillment can potentially benefit a grocer.



Increase pick rate by improving efficiency

Labor is a high variable cost for any grocery e-commerce business, however a robust fulfillment application can cut costs and boost profitability by streamlining time-intensive processes and increasing picking speeds. With Wynshop Fulfillment, grocers achieve pick rates of up to 160 items per hour, compared with a typical manual picking rate of 50 to 60 items per hour. Efficient order fulfillment is supported by features such as:

- **Multi-Order Picking:** Pickers can fill multiple orders simultaneously to scale fulfillment capacity without increasing costly headcount.
- **Picking Path Optimization:** The system optimizes each pick path based on data provided by the individual grocery store, ensuring pickers take the most efficient physical path to pick, while taking into account storage temperature.
- **Item-Level Mapping:** Pickers use a handheld device to identify the exact location of each item, supplemented with images and directions.

Customers interviewed reported:



3X more items picked per hour
than with traditional solutions

“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

Lower costs by streamlining order orchestration and fulfillment

Wynshop Fulfillment drives down fulfillment costs by increasing throughput and capacity to fulfill more orders without increasing headcount. This is achieved by optimizing all aspects of the picking process and automating routine, manual tasks through the use of unique features such as:

- **Wave Generation Algorithms:** The system automatically prioritizes orders for picking and assigns waves to personal shoppers to maximize customer service while maintaining labor efficiency.
- **Order Optimization:** The system continuously learns and adapts throughout the day with feedback loops that automatically update future orders and picking waves (i.e., managing out-of-stocks and substitutions).
- **Dashboards:** Reports and dashboards help reduce labor costs by providing real-time visibility into picking performance, employee productivity, order progress, product availability, and more.

Customers interviewed reported:



67% decrease in fulfillment costs

“We use the Wynshop dashboard every day to oversee operations and identify areas of improvement at the store/sector/employee level. This allows us to optimize store performance and drive efficiency, while providing the best experience possible for our customers.”

- Director of Store Operations,
North American Grocery Chain

Fast time to value

Wynshop Fulfillment is rapidly deployable through a proven methodology that reduces implementation costs and accelerates time to value. Its intuitive user interface makes it quick and easy to train grocers' workforce and accelerates user adoption.

- **Intuitive User Experience:** Its user-friendly UI/UX was designed to boost productivity of employees at every level from head office staff to store managers and personal shoppers.
- **Customer Success Partnership:** The Wynshop Customer Success team shares decades of grocery industry expertise and tactical guidance before, during, and after implementation to help our customers maximize Wynshop Fulfillment usage and achieve their business goals.
- **Easy Delivery Integration:** Its API-first, microservices-based architecture enables easy integration with third-party delivery partners to streamline the critical last mile.

Customers interviewed reported:



Implementation timelines from selection to go live in as little as **3 months**

"We rolled out Wynshop Fulfillment across 250 locations in less than three months. Thank you for all of your help with this fulfillment project. We couldn't have been as successful without you."

- Director of IT,
NA Midwest Supercenter Chain

Wynshop offers a simple, structured approach to evaluating ROI to help you quantify the future value of your e-commerce business and realize its potential to drive strategic growth over the next 10 years. The Wynshop team can produce a customized ROI analysis for your organization using industry benchmarks, key metrics and variables based on your business to help you build your business case for a fulfillment and/or digital commerce technology investment. Contact us today for a complimentary assessment.

The complete Wynshop platform includes:

- **Wynshop Fulfillment:** An order orchestration and fulfillment application for grocers to increase efficiency.
- **Wynshop Commerce:** A complete e-commerce solution for retailers to accept and process orders and manage their digital storefront(s).
- **Wynshop Mobile:** A full-featured mobile application that makes it easy for shoppers to order groceries for delivery or pick-up.
- **Wynshop Search:** A search management and merchandising tool that presents AI-powered personalized recommendations to shoppers to enhance their experience and increase basket size.

Contact us at info@wynshop.com or visit us at www.wynshop.com

About Wynshop

Wynshop 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.