



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.

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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

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## 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

