



Case Study/Distribution

# DESIGN THINKING VALUE CREATION WORKSHOP

## A GLOBAL CPG MANUFACTURER INCREASED THROUGHPUT AND REDUCED LABOR NEEDS

**Our customer was facing a volatile and rapidly changing consumer demand market, rising labor costs, and space constraints:**

### CHALLENGES

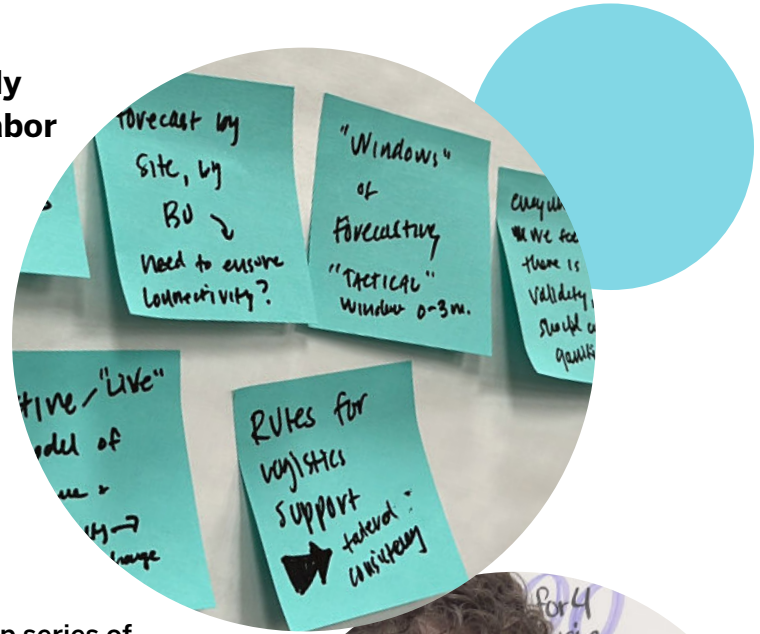
Their distribution operation is very complex with omnichannel fulfillment, various SKU handling and storage types, and over 1M sq.ft. They needed to increase volume throughput within six months time in the same footprint, plus the volume increase must happen without labor increase.

### OUR SOLUTION

We conducted a design thinking value creation workshop series of modules from discovery through brainstorming, ideation, design and solutioning and implementation. Opportunities were prioritized, business cases built, and the top 25 moved to an action plan with teams assigned. Teams met and implemented the solutions over the six month window and delivered value beyond just cost savings including improved morale and retention, reduced training time and improved visibility.

### BENEFITS

Our solution resulted in an improved product handling flow, which brought about increased employee morale and retention. They were able to realize an annual cost reduction of over \$600K.



**Increased volume throughput within six months time in the same footprint**



**\$600K COST REDUCTION**



**INCREASED RETENTION**