voxware
Raise Your Voice, Raise Your Game

PFG
Performance Food Group

Results that speak for themselves.

Voxware VMS has been a big hit with our workers. We've taken a high-performing operation to an even higher level.

Jeff Williamson
Senior Vice President of Operations
Performance Food Group

By the Numbers

7	**50**	**99.96**	**54**
months to ROI	% fewer shorts on trucks	% picking accuracy	% service level improvement

Quick Facts

Objectives
- Increase overall productivity and accuracy
- Improve customer service levels
- Manage quality control costs

Details
- Voice picking - order selection
- Frozen, cooler, dry, PIR
- Centralized server
- Honeywell's Voice Terminal

Business Value
- 99.96% pick accuracy
- 50% reduction in truck shorts
- 54% improvement in services levels
- ROI in less than 7 months

"Broadline food distribution is a highly competitive business in which you must prove yourself every day," says Jeff Williamson, Senior Vice President of Operations at Performance Food Group (PFG), one of the nation's largest food distribution companies. "High quality and consistent customer service is paramount. That's why we maintain a deep relationship with each of our customers, and also why we continually review our operations, looking for ways to take our service to the next level."

Under Williamson's leadership, PFG implemented Voxware VMS software to improve customer service. "Our customer satisfaction was already very strong, but we saw an opportunity to raise the bar with the right voice software," noted Williamson. The results speak for themselves:

- 99.96% pick accuracy
- 50% reduction in truck shorts
- 54% improvement in services levels
- ROI in less than 7 months

Williamson observes that "while we are very happy with these results, we expect the numbers to get even better as our staff continues to adapt to voice-directed operations as a best practice."

Enterprise Voice Management

PFG's voice implementation "pushes the envelope" when compared to traditional voice systems.

Voxware VMS's Enterprise Voice Manager enables large companies to manage voice operations across many distribution centers from a single, centralized location. PFG's server farm, located at company headquarters in Richmond, supports distribution centers across the country.

"For PFG, deploying a voice server in each warehouse didn't make sense," stated Williamson. "We want our DCs to be focused on getting products out the door rapidly and with no mistakes; we don't want them to be burdened with IT-related tasks."

Voxware VMS also supports centralized monitoring of distribution operations. The software operates via PFG's Wide Area Network (WAN) to interact with warehouse workers as they perform their jobs. Information is transacted in real time.

"For me, the peace of mind is huge," says Williamson. "We have a command center in Richmond where we can view key operational data from all of our DCs, as things are happening. This allows us to anticipate issues and make adjustments before a crisis develops."

Open, SOA-Based, and Flexible

The power of Voxware VMS is derived from its Service Oriented Architecture (SOA), and the fact that it is an open, standards-based product. This gives PFG tremendous flexibility when compared to the older generation of voice technology.

When voice applications are changed, updates are automatically made available to all facilities via the WAN, without the need for each site to administer a time-consuming update to their voice units. Individual unit uptime can be monitored from the command center in Richmond.

Adaptability, Independence, and Control

Voxware VMS software gives customers

Key Differentiators

Enterprise Voice Manager

- Controls all DC operations from a single, centralized location
- Manages and monitors work while it is in progress, all from a central command post
- Enables most efficient use of IT resources such as servers and licenses for infrastructure components such as OS and DBMS systems

Customer Empowerment

- PFG was given flexibility and freedom of choice in critical areas such as central deployment and device selection
- PFG assumed control of site deployments and managed the process via an internal competence center

Configurable Software Product

- The voice business process is configured, not programmed, in Voxware VMS
- Solutions are delivered faster
- Changes to voice applications can be made quickly and easily
- Unlike custom point solutions, Voxware 3 has a roadmap with follow-on releases and new features that customers like PFG receive

independence and control. From the third DC onwards, PFG has successfully deployed each new site without Voxware's assistance.

"When we establish a best practice, we like to develop our own competence center with our own experts, so that we can best control technology implementation in a high quality yet cost effective way," stated Williamson. "We have a talented implementation team that has completed 18 site rollouts succesfully."

"We designed Voxware VMS to empower customers in ways that go beyond traditional voice technology," said Scott Yetter, CEO of Voxware. "Customers like PFG have been able to leverage Voxware 3 not only to realize the usual benefits of voice-directed work, but also to gain greater freedom of choice, increased flexibility, and reduced cost of ownership."

PFG selectors are using HX1 mobile units from Honeywell, a leading global manufacturer of rugged wireless computers that improve performance of supply chain execution applications. All of Honeywell's voice units are ruggedized with ToughTalk™ technology and have an open system hardware and software architecture that supports Voxware's open-system voice logistics applications.

Empowered Employees

"Voxware VMS has been a big hit with our workers," says Williamson. "Some who struggled to meet minimum error rate standards are now able to reach and exceed required levels. Because our incentive system is tied to both productivity and error rates, voice has allowed more workers to earn incentives and bonuses, keeping them happier and motivated."

With voice, training time has been reduced by 25% compared to the old system. New workers get up to speed in less time, which frees supervisors for other important tasks.

And it's not just management, workers and customers that see a difference. The truck drivers have noticed their loads have significantly improved, allowing them to be more efficient and productive throughout the delivery process.

At PFG, Performance is What it's All About

Performance Food Group (PFG) is the third largest foodservice distribution company in the country. Based in Richmond, PFG markets and distributes more than 68,000 national and private label food and food-related products to more than 41,000 restaurants and institutional customers across the United States.

As its name suggests, "performance" is the keystone of PFG's business ethic. PFG is known throughout the industry for its high level of service and customer satisfaction rates.

"Voice technology, as we've implemented it with Voxware VMS, fits right into our operational philosophy," said Williamson. "With it, we've taken a high-performing operation to an even higher level, which protects our most valuable asset – our customer relationships – and enables PFG to thrive in an industry where performance really counts."