

topSPEECH-Lydia®

Success Story



Voice gives ODW the chance to have one type of technology across all operations



After sustaining significant growth for several years, ODW Logistics was beginning to have some trouble keeping up with the growing demand for their 3PL services. Looking to increase productivity, accuracy, and worker safety, ODW began to search for solutions to improve the supply chain, at their 250,00 square-foot Columbus, Ohio location. ODW selected topVOX, whose topSPEECH-Lydia® voice picking application is the leading voice technology in Europe, and is currently utilized on five continents.



Customer: ODW Logistics Inc.

Branch: Logistics Service Provider

Place: Columbus, Ohio, USA

Users: 30

Application: Picking, Cycle Counting, Replenishment

System Environment:

Results: accuracy has improved to 99.85 percent, 30% productivity increase, safety has improved to zero incidents

“When some customer’s orders began numbering between 500-700 orders a day,” Larry Landtiser, G.M. of Strategic Customer Operations at ODW explained, “we were having a hard time keeping up with the order cycle time they needed, and it produces less than optimal productivity standards, accuracy standards, and with people having that amount of paper in their hand, it really leads to less optimal safety standards, as their eyes are more likely to be on that paper work.”

According to Landtiser, ODW evaluated numerous voice solutions. Ultimately, they decided on topSPEECH-Lydia® by topVOX. He explained the selection of topVOX saying, “What we really liked about voice was the hands free environment it creates. And what we really liked about topVOX was the numerous onsite demos they did for us that used our product, and that showed us how it would work in our environment on an everyday basis.”

Since implementing topSPEECH-Lydia®, accuracy has improved to 99.5 percent and productivity has increased by 30 percent. Prior to installing voice, ODW also did have a few minor safety issues. Since they went to voice they had zero accidents or incidents.

ODW plans to expand the use of voice to other applications and is also introducing the voice system to another of their facilities in California.



“During the vendor selection process, topVOX came into the warehouse, demonstrated the product using actual shipping and inventory data, and let employees test the system for themselves for a few hours.” (Jon Petticrew, Vice President of Operations)



top-VOX Corporation
600 Hart Road, Suite 260, Barrington, IL 60010, USA
phone: +1-847-842-0900 / US toll free: 1-877-VOXTER1
fax: +1-847-842-0910 / e-mail: info-us@top-vox.com / www.top-vox.com