

Cabela's

600% Faster Picking. 90% Fewer Errors.

The Challenge

As a nationwide retailer of outdoor recreation merchandise, Cabela's operates five national distribution centers and more than 75 retail stores. With the rise of omnichannel commerce, the company needed to fulfill orders and serve customers faster from its facilities, with reduced errors and shipping times and increased efficiency.

The Solution

Cabela's Didn't Change Their WMS. They Made It Perform.

Cabela's needed to move faster, reduce errors, and get more out of the technology they had already invested in, without ripping out existing systems or embarking on a lengthy implementation. AccuSpeech was the answer.

By layering directly onto Cabela's Manhattan Associates omnichannel fulfillment software and Oracle JD Edwards WMS, through screen interaction, not backend integration, AccuSpeech eliminated the repetitive manual steps slowing workers down and introducing errors into the operation. No servers. No middleware. No backend changes. No new hardware.

Workers spoke simple, natural commands into their existing Zebra mobile devices. AccuSpeech converted those commands directly into automated keystrokes, function keys, and barcode scans — hands free, eyes up, moving at full speed. AccuSpeech voice-enabled more than 15 mobile applications across Cabela's fulfillment and inventory systems — automating a wide range of workflows including:

- Picking
- Packing
- Shipping
- Receiving
- Cross-Docking
- Cycle Counts
- Put-to-Store
- Pick-to-Replenishment
- Retail
- Inventory Audits

The Results

- 600% faster order picking rates
- 200% better inventory count efficiency
- 90% error reduction
- 60% reduction in training time
- \$1 million saved annually per voice-enabled app
- Voice-enablement across 5 national DCs and 70 stores
- Less seasonal labor needed to meet peak demand
- Target ROI easily met within payback period

By combining AccuSpeech with Zebra mobile devices, Cabela's didn't just improve one part of their operation. They transformed it end to end — driving unprecedented gains in inventory management, omnichannel fulfillment, and operational efficiency across the board. The results weren't a one-time win. They compounded with every workflow Cabela's chose to voice-enable.

According to Brent Glassmaker, who helped manage the project at Cabela's, *"With each process, we achieved new benefits and improvements every time."*

This included triple- and double-digit improvements in productivity, efficiency and error reduction, plus \$1 million saved annually per app that the company voice-enabled.



AccuSpeech™
PLUG IN. AUTOMATE. DONE.



From Distribution Center to Doorstep – in a Day

Cabela's extended AccuSpeech across their retail stores to enable voice-powered omnichannel fulfillment — directly from store to customer.

"Most every process has some voice-enabled flow to it now. We can pack orders at the store so the customer can get it in a day instead of three days. We've seen reduced shipping times and a reduction in lost sales."

— Cabela's Operations Team

Faster shipping. Fewer lost sales. Happier customers. Deployed in weeks. ROI in months.

60% Less Training Time. 6X Faster Pick Rates. Fewer Seasonal Hires

Cabela's used AccuSpeech voice-directed training to get new and seasonal staff productive faster — dramatically compressing a workforce that once swelled from 2,000 to 3,200 people at peak season.

"Voice-enabled workflows delivered pick rates up to six times faster — and cut new hire training time by 60%."

— Cabela's Operations Team

Less training. Faster throughput. A leaner, more efficient operation. Deployed in weeks. ROI in months.

Turn Your Warehouse Into An Automated Operation, in Weeks!

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