

Chuck AMR: Case Study

DM Fulfillment Shifts To Flexible Automation

DM Fulfillment Services Offers D2C And Omnichannel Fulfillment Solutions Built Upon The Operational Infrastructure Of Its Parent Company, Distribution Management.

With a focus on technology and the delivery of an exceptional customer experience, DM Fulfillment Services has been able to continuously adapt and remain relevant in the ever-changing world of e-commerce.

DM's site designs had traditionally been conveyor-heavy which tied them to a very specific layout and workflow. For a business expanding into 3PL and e-commerce fulfillment, this had serious limitations on their ability to handle new inventories and growth. The inflexible design resulted in a lot of manual work for their materials handlers who would forgo even manual carts to move items from shelves to the line in an effort to increase pick rates.

In 2019 and 2020, the company introduced more than 100, 6 River Systems' autonomous mobile robots, Chucks, across their five strategically located distribution centers, replacing their old in-line conveyor systems and enabling the distributor to rethink the workflow of their warehouses.

Solution At A Glance

CHALLENGE:

- Manual process
- Bulky conveyor systems
- Workflow and layout limitations

SOLUTION:

- 100+ Chucks across five US locations
- WMS Integration (Homegrown WMS)
- Tableau Data Services

RESULTS:

- Increased throughput by 38%
- Reduced employee turnover by 50%
- Increased order volume by 17%
- New associates achieve picking performance goal in 15-20 minutes
- Improved associate job satisfaction

> "At the last operation, it was a lot of walking. We had to go back and forth from the line to location, line to location. With the new setup, pretty much the line follows you."
>
> - Derek Stone, Inventory Supervisor, DM Fulfillment Services

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CASE STUDY:

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Increased Productivity, Morale

After opening their newly designed site in Pennsylvania, DM saw an immediate shift in employee morale, improved productivity, a 38% increase in pick velocity, and a marked decrease in employee turnover (reduced to 10%) - which is especially important to them as their business continues to grow.

The Team With The Right Tools

With a new set of the right tools, DM Fulfillment was able to empower their team. They promoted their longest-tenured, highest-performing associates to more skill-dependent labor to provide value-added services to their customers. Meanwhile, they maintain high performance among their newly-hired fleet of materials handlers.

Key Statistics

50%

Reduced employee turnover

17%

Increased order volume

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