



TIPS FOR BLACK FRIDAY
& CYBER MONDAY



Sam Andreasen, sales representative at Weland Solutions, gives some good advice ahead of BFCM



*Planning
is everything*

Preparing for BFCM

Black Friday, Cyber Monday (often called BFCM) and sometimes even Black Week. These are incredibly huge sales days for all e-retailers. We had a chat with Sam Andreasen, sales representative at Weland Solutions, to see if he has any sound advice and tips to share with us.

“My experience of e-retailers is that they are normally on the ball when it comes to sales figures and requirements for speed. What I would like to emphasise a little more is **continual planning before each year’s BFCM**. **In other words, think BFCM the whole year long**, and not just one or two months before the weekend.

By being proactive, all of us at Weland Solutions help to make sure that all systems are go for the year’s sales-peaks. This could mean making sales assessments with our salesforce in which we can, for example, share with you how others solve their problems, or we can bounce ideas around and add solutions to existing systems. We have extensive experience of solving this type of task.”



How to reduce the error rate when order picking is under increased pressure?

“Let IT governance take care of it. That’s basically the answer. With manual picking, manual counting and manual warehouse transfers, errors will occur.

In addition to frustration and poor customer relations, errors cause extra work, which means lower company profit margins. On top of already low sales prices, any profit margins are just gobbled up.

With vertical storage lifts and smart systems like scanning, picking devices and automatic inventory management, **efficiency is going to increase while error ranges decrease**. In addition, Weland Solutions’ systems can keep track of stock balances, FIFO (first in, first out), and internal and external transactions. All to make work more productive, and thus increase profits.”

PICKING ERRORS INCREASE DRASTICALLY IN INTENSIVE PERIODS

If you have a 3% picking error in a typical warehouse, you’ll quickly see a high number of errors.

100 items = 3 errors
1,000 items = 30 errors
10,000 items = 300 errors
100,000 items = 3,000 errors
and so on...



Many e-retailers stock up before BFCM, but how do you quickly find the right products?

“To avoid easy-to-make mistakes during these special occasions, planning, along with good organisation, are two key factors. With vertical storage lifts, you can maintain neat and tidy organisation in several different ways.

Avoid bottlenecks

During BFCM, nearly all e-retailers generally use special offers on all or parts of their range. This increases the picking frequency in specific parts of the stock, creating bottlenecks. With vertical storage lifts, you can **split goods into several areas**, even before storage, in order to more evenly distribute picking, and thus minimise bottlenecks.

Digital help

With our SKU Commonality module, Compact Store also offers the possibility to search all orders so as to **recommend which orders are most similar to each other**.

This makes it possible to achieve **extremely high pick speeds** compared to traditional storage methods.”

Once you know where the products are – how can you optimise the flows? Do you have any tips?

“In a typical warehouse, approximately 50% of work time is spent on “transport and searching”. If you could use that time instead just for picking, you would increase employee productivity. Enabling the **goods to come to the operator** requires not only **less storage space, but also less handling time**.

With our smart systems, we can manage product consolidation from different warehouse areas, handling of external storage areas, and reporting back to the WMS.

And even if you don't have a WMS, it still works. We can solve most things. Please read the article about StylingAgenten, who substantially increased order picking and sorting speeds without a WMS.

STYLINGAGENTEN REDUCED THE ERROR RATE

“Black Friday 2020 proved that the same number of employees were able to handle 40% more orders than the previous year. That makes a big differ-

ence on the job if you, like us, handled 30,000 order lines during Black Week 2020”, says Emanuel Dagemark, CEO and partner of StylingAgenten.



You can find the article about StylingAgenten on: welandolutions.se » News

Have you noticed increased demand for your vertical storage lifts on account of Black Friday? Or does the need most often arise afterwards?

"As the number of e-retailers grows, so does demand for vertical storage lifts. We can see this in the increase in e-commerce of recent years, and have therefore grown accustomed to this, thus developing our business to meet their challenges.

Weland Solutions understands e-retailers' needs

All e-retailers need our products to be able to cope with these promotional peaks caused by BFCM, by means of substantial increases in picking speed, good organisation, the handling of several orders at the same time etc.

We've therefore acquired experience and **smart solutions over the years, which we would really like to share with you.** This, together with an accumulation of

customer feedback, means that demand is clearly on the increase, which is fantastic as e-retailers are often good at IT, and real visionaries too!"

Some e-retailers invest in robot solutions for their stocked products. Is it possible to compare that sort of warehouse system with your vertical storage lifts?

"Yes, I think it is. With the right sort of products and solutions today, robots and vertical storage lifts can often be combined in order to **set up flows that don't require manpower.** This creates golden opportunities for quick ROI (Return on Investment), as well as the possibility of 24/7 operations. It's well worth remembering that a robot or vertical storage lift never needs a rest period, a holiday or a break from work."

THE PURPOSE OF THE INVESTMENT IS INCREASED PROFITABILITY



To facilitate the e-retailers' work, Weland Solutions offers many smart accessories. Here is a small selection:

- Put to light/Put to screen
- Light pointer/LED strip/Picking display
- Label printer
- Scanner/finger scanner/Proglove etc.
- Acknowledgment button/acknowledgment foot pedal

Learn more about welandsolutions.se.

