

## CASE STUDY

# COSMETICS MANUFACTURER ARTDECO OPTIMIZES E-COMMERCE SHIPPING WITH LYDIA VOICE

Cosmetics manufacturer ARTDECO is using the LYDIA Voice picking solution to improve the processing of its e-commerce business. This pick-by-voice solution from EPG (Ehrhardt Partner Group) replaces an previous voice system and is implemented at both logistics locations in Karlsfeld and Bergkirchen. Thanks to multi-order picking, employees in shipping can process up to 48 orders simultaneously. LYDIA Voice gives them full freedom of movement, allowing them to concentrate on the task at hand.

Balancing a diverse product range, small-sized items, orders with limited line items, and high customer expectations for delivery times presents numerous challenges in B2C shipping operations. At the same time, maintaining high-quality standards is crucial, as picking errors can lead to costly returns and diminished customer satisfaction. For this reason, ARTDECO cosmetic GmbH transitioned its logistics locations in Karlsfeld and Bergkirchen—where 5,700 different items are stored across a total area of 10,000 square meters—from paper-based picking to pick-by-voice a decade ago. Employees receive information for order assembly via voice commands through headsets, supplemented by display and light indicators on the picking carts. “Our employees can process up to 48 orders simultaneously, which is only achievable with voice-controlled picking. Working with paper lists would be too error-prone,” explains logistics manager Frederik Wolff. However, the previous voice system was unsatisfactory due to frequent outages, leading to the search for a more advanced solution.

## STAFF TESTS LYDIA VOICE IN PARALLEL OPERATIONS

The new pick-by-voice solution was required to support the planned transition to 5 GHz Wi-Fi, operate on Android, and easily integrate into the existing warehouse management system, according to the IT specifications. Additionally, reliable speech recognition was desired, even for employees with strong accents. Furthermore, seasonal workers needed to be able to start quickly without requiring voice template training. ARTDECO chose LYDIA Voice and initially launched with one device to test its functionality in the picking process. Süleyman Yanik, deputy logistics manager, personally tested the device and was quickly convinced: “The system operated more smoothly than our old one. The work was significantly faster.” His impression was confirmed by the warehouse staff. When comparing the two systems, they also praised the freedom of movement while working with the wireless headsets. “After just a few days, they only wanted to work with



## CHALLENGE

- Optimization of e-commerce shipping
- Replacement of the previous voice solution
- Seamless integration into existing WMS
- Support for multinational teams



## SOLUTION

- Voice-controlled picking with LYDIA Voice
- Enabling multi-order picking
- Test phase in parallel with previous voice solution
- Seamless swap without downtime



## RESULTS

- Higher throughput and reduced error rate
- Higher employee satisfaction with wireless headsets and easy operation
- Elimination of voice template training for new employees

*"With multi-order picking, we reduce walking distances, improve throughput, and ensure that our employees can concentrate to eliminate errors."*

Süleyman Yanik, Deputy Logistics Manager ARTDECO cosmetic GmbH

LYDIA Voice," Yanik reports. As a result, additional devices were ordered, and just a few months later, the transition in Karlsfeld was fully completed. During the implementation, both systems ran in parallel for a while to avoid downtime. The transition in Bergkirchen was subsequently carried out gradually as well. Currently, a total of 18 VOXTER voice computers and LYDIA Bluetooth headsets are in use at ARTDECO.



## VOICE SYSTEM AND MULTI-ORDER PICKING AS A PERFECT DUO

While large orders for drugstores are still processed using handheld scanners, LYDIA Voice is particularly used for online business and smaller direct deliveries to stores. Approximately 25,000 to 30,000 shipments are handled annually, typically consisting of just a few items. To process these efficiently and accurately, a combination of multi-order picking and pick-by-voice is employed. By processing multiple orders simultaneously, travel routes can be optimized, while voice control supports focused and precise work. The LYDIA Voice headset informs employees about the quantities to be picked, which are confirmed by voice command. At the same time, a Put-to-Light display installed on the picking cart indicates which items should be packed into which boxes. This integrated solution enables nearly error-free order picking and ensures high process quality. "Our error rate is in the per-mille range," confirms Wolff.

## SETTINGS VIA VOICE COMMAND

LYDIA Voice is 100 percent voice-controlled. This allows employees to easily make device adjustments using service commands through voice—such as adjusting speed and volume or switching from a male to a female voice. "In the past, employees

often had to visit the control station to make adjustments. The system was much more complicated and operated via a menu.

With LYDIA Voice, they can now handle many things themselves—simply by using voice commands. This has made employees more independent, and they feel more connected to the system, while the control center is relieved of some of its workload," says Wolff.

## RELIABLE VOICE RECOGNITION WITHOUT VOICE TEMPLATE TRAINING

A diverse range of nationalities are represented in the ARTDECO warehouse, so the corresponding variety of languages and accents is extensive. LYDIA Voice is specifically designed to meet these requirements and can easily recognize accents thanks to AI-powered voice recognition—without the need for prior voice template training. New employees simply need to log into the system and can start right away. "This wasn't possible with the previous voice system. Anyone who wanted to use it had to complete a 30 to 40-minute speech training session first," explains Yanik.

## SATISFIED EMPLOYEES AND HIGHER PROCESS EFFICIENCY

"The transition went smoothly," concludes Yanik. "We experienced minor issues with the network on our end, but we were able to resolve them quickly with the help of the EPG experts. Overall, the collaboration was very pleasant. The EPG staff was always open to listening to our concerns." In general, ARTDECO is more than satisfied with the new voice system: "Employees are happier, new staff can be onboarded more quickly, and we also see significant improvements in process efficiency," summarizes Wolff. "Since some workflows have changed, efficiency figures are not directly comparable. However, we can clearly see that the processes are smoother and the throughput is higher. Switching to pick-by-voice was one of the most important decisions in our company's history. And with LYDIA Voice we have made the best choice."

## ABOUT ARTDECO

ARTDECO, founded in Munich in 1985, is a renowned German cosmetics label. With more than 1,200 employees, the family-run company offers a wide range of cosmetic products and exclusive goods - including customizable beauty boxes. Internationally recognized, ARTDECO delivers to 78 countries and is sold in over 8,000 beauty institutes, perfumeries, department stores and duty-free stores across the world.