

# ATLANTIC GRUPA UNLOCKS WAREHOUSE PRODUCTIVITY GAINS WITH HONEYWELL VOICE.

Case Study



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ATLANTIC GRUPA:**

"By analyzing our picking processes, we were able to calculate for the first time exactly how much time was taken up by picking, moving around the warehouse and other activities."

Honeywell

# OVERVIEW

Headquartered in Zagreb, Croatia, Atlantic Grupa is one of the largest fast-moving consumer goods (FMCG) producers and distributors in Southeast Europe. Founded in 1991, the company operates in eight countries and exports products — both its own and other brands — to more than 40 markets around the globe. Steady acquisitions, combined with a well-earned reputation for quality goods and excellent service, have resulted in solid year-over-year growth for the company. To keep pace with demand, Atlantic Grupa sought a voice-directed, order-picking solution that would boost productivity and reduce errors in its distribution operations. Atlantic Grupa ultimately invested in Honeywell Voice for its built-in integration flexibility, pick-up-and-go capabilities and superior data insights.

## BACKGROUND

Atlantic Grupa was experiencing growing pains. Order volumes were rising by roughly 10 percent per year, requiring that employees complete between 350,000 to 400,000 picks per month. While permanent staff increases were not a long-term option, training temporary employees to address peak season fulfilment spikes only added to the challenge.

Atlantic Grupa needed to improve operational efficiency so it could accelerate production using its existing workforce and quickly train temporary employees to reach productivity levels. The company worked with IT service provider Špica Sustavi and the Honeywell Voice team to implement the Honeywell Voice

solution for order picking at its warehouses in Zagreb and Split. By freeing the eyes and hands of its pickers, Atlantic Grupa aimed to streamline processes, boost productivity, and reduce error rates.

Within short order of implementing Honeywell Voice, Atlantic Grupa achieved its goals. The company has increased production without adding significantly to its payroll. Picking and accuracy rates have soared. The intuitive system slashed new employee onboarding from days to hours. And Atlantic Grupa is using the solution's advanced data collection capabilities to optimize routes and workflows.



## QUICK FACTS

### Honeywell Solution

- Honeywell Voice
- Customer: Atlantic Grupa
- Locations: Zagreb and Split, Croatia
- Industry: Fast-moving consumer goods
- Website: <https://www.atlantic.hr/hr>

### Customer Results

- Increased productivity by approximately 20 percent
- Improved accuracy to 99.95 percent
- Reduced employee onboarding from days to hours
- Enhanced operational visibility to optimize workflows

### Why Atlantic Grupa Chose Honeywell

- Wanted the industry's leading solution for best-in-class, voice-directed workflow
- Required a solution that integrated with SAP and Symphony GOLD
- Needed to reduce onboarding time for new and temporary employees
- Desired deeper insights into operations

## SOLUTION

### Greater Efficiency With Fewer Errors

The introduction of Honeywell Voice has revolutionized order fulfillment at Atlantic Grupa. When an order is received in the company's warehouse management system (WMS), it is transferred to a picker's Talkman mobile device. The order is converted to a clear voice command and relayed via Bluetooth® to the picker's SRX2 headset. Pickers are instructed on where to go and how many items to retrieve; their audible confirmations ensure they have the correct items and then transition to the next set of instructions.

The increased efficiency and fluid movement enabled by Honeywell Voice are measurable improvements over the old system. Previously, pickers had to juggle both handheld devices and integrated scanners as they went about their tasks.

"The employees didn't have their hands free because of the handhelds and had to switch between looking at the display, the merchandise and the aisles," said Stojan Pašalić, Atlantic Grupa's supply chain development manager.

Not only was the process inefficient, it also frequently led to errors. Now with their eyes and hands free, pickers can

fully concentrate on the task at hand. Productivity is further gained through the solution's voice recognition software. The system builds voice profiles for every employee based on their tone and dialect, minimizing the need to repeat spoken interactions. This inherent adaptability keeps the workflow moving while improving employee uptake of the technology.

The intuitive system has also reduced the time required to onboard new employees. Previously, Atlantic Grupa could lose up to six days onboarding new staff — a significant drain on resources, particularly during the peak summer months, when the company hires dozens of temporary workers.

"With Honeywell Voice, learning how to use the new system now takes only two hours per employee," said Pašalić.

### Seamless Integration With Existing Platforms

The ability to integrate with the Symphony GOLD warehouse management system and SAP® was a key driver behind the selection of Honeywell Voice. IT provider Špica Sustavi recommended Honeywell Voice in part for this reason.

The versatility of the solution meant Atlantic Grupa could devote resources to improving processes, rather than overhauling its systems or trying to force a workaround into place. Within months of selecting Honeywell Voice, Atlantic Grupa was able to roll out its pick-by-voice solution to its employees. The conversion to voice-directed order picking went smoothly, thanks to the commitment of Špica Sustavi, among other factors.

"During the implementation phase, I was able to reach my Honeywell Voice contacts at any time, even on a Sunday, and the will to succeed was tangible," said Pašalić.



## BENEFITS

Honeywell Voice proved its worth almost immediately:

- Picking performance increased by about 20 percent.
- Error rates dropped to 0.05 percent.
- Employee onboarding has been reduced from 4–6 days to 2 hours.
- Data-driven insights are optimizing workflows.

Atlantic Grupa's management and leadership teams are not the only ones delighted with the results. The company's pickers, who are paid largely on their performance and accuracy rates, have become advocates for using the voice technology solution.

Another key advantage: Honeywell Voice is expanding Atlantic Grupa's ability to maximize its workflows. With 60 Talkman and wireless SRX2 headsets deployed between its Zagreb and Split warehouses, the company has 60 points of data that paint a picture of operational efficiencies — and bottlenecks.

"By analyzing our picking processes, we were able to calculate for the first time exactly how much time was taken up by picking, moving around the warehouse and other activities," Pašalić said.

He estimated that picking accounted for about 35 percent of working hours, while 55 to 60 percent of workers' time was spent walking around. With this in mind, the logistics manager has already launched the next project. With the aid of artificial intelligence and machine learning, Pašalić wants to adapt the warehouse layout and merchandiser positions to the respective demand situation. In taking this measure, he believes Atlantic Grupa can raise the proportion of picking hours to at least 40 percent using its core workforce.

With Honeywell Voice supporting its operations, Atlantic Grupa is well positioned to unlock future growth opportunities while keeping a close check on operational costs. That is a win-win for the FMCG company, its employees and its customers.

**Honeywell Voice**

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