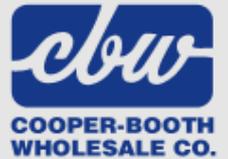




**Lydia**<sup>®</sup>  
LOGISTICS



## topVOX: A Fast ROI and a Fabulous Choice!

Cooper Booth Wholesale Co. is a full-line distributor based in Mountville, PA that has been in business since 1865 and is recognised as one of the Top 25 leading convenience store wholesalers in the country. CBW delivers to convenience stores, independent operators, grocery stores, tobacco outlets, and universities in 8 states on the East Coast. In 2009, the decision was made to replace their RF scanner system with topVOX's voice pick system Lydia<sup>®</sup>.

The Choice  
is Voice

**topVOX**<sup>®</sup>  
VOICE SOLUTIONS



# Lydia<sup>®</sup> LOGISTICS

Before using voice, CBW relied on an RF scanning system. There were many system issues and operators were getting disconnected when using the scanners. So when Lydia<sup>®</sup> was first introduced, Trevor Martin, Vice President of Operations anticipated some complications during implementation and the fear of going through that whole process again was a huge concern.

However, the reality was that the “whole implementation process was seamless”, Becky Rhoads, IS Manager remembers. “With topVOX, when going live, we were up and running the following day.”

Since implementing Lydia<sup>®</sup> Cooper Booth Wholesale Co. experienced a productivity increase of over 15% and an 8% reduction of errors. With the topVOX speaker independent recognition system, new employees can be trained in 15 minutes and work at productivity standards within one week, instead of 2-3 months with the old scanner system.

Trevor Martin is very pleased with the success they have enjoyed from the system: “Cooper Booth Wholesale Co. is a very cautious company when it comes to making investments. We always try to get

our payback in less than 16 months. This, we actually made in less than a year. When we made the choice to go with topVOX, we made a fabulous choice”.



*“At a previous employer I used a different voice pick system and it was not even comparable to this one. (...) If you didn't speak the words exactly how you said them on your template, the system would not recognise the words and you couldn't pick. This is much easier – I love it. “  
(Picker)*

## CustomerProfile

### Customer:

Cooper Booth Wholesale Co.

### Branch:

Full-line, full-service wholesale distributor of convenience goods

### Location:

Mountville, PA, USA

### Application:

- / Picking in 3 temperature zones (frozen, refrigerated and dry goods)
- / Voice and scan for handling of tobacco products

### Next steps:

Receiving, put-away, inventory

### Results:

- / >15% productivity increase
- / 8% error rate reduction
- / Reduced training time from 2-3 months to 15 mins

**topVOX<sup>®</sup>**  
VOICE SOLUTIONS

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