



# Case Study: Go! Retail Group

RETAIL CASE STUDY

## Overview & Challenge

Go! Retail Group, based in Austin, Texas, is the parent company to several strong retail brands, including Go!, Calendars.com, and Attic Salt. In addition to its growing ecommerce operations, the company operates 700+ seasonal stores and almost 245 year-round stores in shopping malls throughout the US.

For order picks, the eCommerce division was using a combination of powered conveyors and hand pushed carts. They had picking carts that were appropriately slotted for the size orders they were picking, and those carts were pushed by a human that had a scanner in their hands.

Along with the strain on employees from heavy carts, the potential labor pool of first-time workers was dwindling. Instead of working in a warehouse, the 18- to 24-year-olds were choosing gig work. Go! Retail knew that they needed to make a change to future-proof their operations against the dwindling labor pool.

As the team considered options, they found that Locus Robotics gave them the best bang for the buck. Michael Larivee, Senior Director of Distribution, says “We chose Locus for the Robots-as-a-Service (RaaS) model that helped us quickly upstaff our fleet during peak season. Also, the people we met at Locus were warm, personable, and had the information we needed.”

Go! Retail worked with the Locus team on a solution to manage seasonal peak surges and lessen the strain on employees.

## Critical Factors for Implementing Warehouse Automation



# Retail company reduces training time to 15 minutes with LocusBots



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## Results

Locus deployed a warehouse execution platform and autonomous mobile robots (AMRs) along with a suite of dashboards and actionable reporting tools for Go! Retail's eCommerce division.

Go! Retail uses LocusBots for both picking and putaway, after learning that the bots were dual-purpose. Larivee says, "We have the bots do both picking and putaway. They deliver empty totes for picking and full cases. With our previous system where we used push carts and hand scanners, putaway could take three to five hours. Now that we use Locus for putaway, our daily restock has sped up by about 40% in one day."

Along with productivity improvements, Go! Retail has seen that their employees are less stressed working with a "giant moving robot" and have improved morale. At the end of a shift, employees are joking and laughing with each other, which has helped with retention. Before bringing on the bots, there was a weekly 50-60% turnover rate. Now, that number has dropped to roughly 5-8%.

When new employees are hired for peak season or otherwise, training is a breeze. "With Locus, training has been reduced from two days to a single sheet of paper and 15 minutes of training," says Larivee. "We spend less time getting employees productive because the training is so easy."

With the RaaS model, Go! Retail can quickly add on more LocusBots to their fleet to cover the upswing in orders.

Go! Retail sees the benefits of robotics and is looking into robots for their whole warehouse.

## Results

90%

Decrease in Turnover

- + Improved UPH
- + Increased daily restock speed
- + Increased employee satisfaction

