



Case Study: Motivational Fulfillment & Logistics Services



**MOTIVATIONAL
FULFILLMENT**
— & —
LOGISTICS SERVICES



3PL CASE STUDY

Problem

Motivational Fulfillment & Logistics Services operates over 2.2 million square feet of warehouse space across five facilities, specializing in big-box retail distribution, direct-to-consumer fulfillment, Amazon fulfillment, e-commerce dropship, and value-added services for major consumer brands from housewares to sporting goods.

Maintaining high service levels during seasonal peaks without overextending their workforce was becoming increasingly challenging. As fulfillment complexity grew, so did the need to improve productivity, protect associates from fatigue and injuries, and keep pace with rising customer expectations.

Solution

Motivational chose Locus Robotics to deploy flexible, scalable autonomous mobile robots (AMRs) that could quickly integrate into existing workflows without requiring costly facility redesigns. The collaborative robotics solution aligned with Motivational's people-first approach to make the work less physically demanding while boosting pick productivity and order accuracy.

Key Reasons for Warehouse Automation at Motivational Fulfillment & Logistics

Seamless
WMS
Integration

Real-Time
Data

Scalable
Deployment

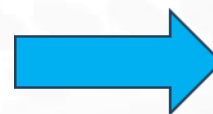
Results



61% increase in productivity



20% decrease in manpower



Improved accuracy

3PL Delivers Higher Picks with Locus Robots



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Deployment Highlights

- **Rapid Rollout:** Two sites went from kickoff to full operation in just 4–6 weeks, with no downtime and strong associate buy-in.
- **Seamless Integration:** Locus robots mapped facilities within days and integrated cleanly with existing WMS systems via API.
- **Empowered Workforce:** On-site training ensured associates could start working with the robots in 10 minutes or less, reducing resistance and boosting morale.
- **Continuous Improvement:** Motivational's CI and Operations teams collaborated closely with Locus to optimize pick zones, travel paths, and workflows—turning automation into a strategic upgrade

Results that Matter

- **Higher Productivity:** Double-digit gains in picks per hour.
- **Improved Accuracy:** More consistent and precise order fulfillment.
- **Labor Efficiency:** Increased throughput without adding headcount and sometimes reducing it.
- **Health & Safety:** Lower fatigue and injury rates, higher retention.
- **Positive Workforce Impact:** New upskilling opportunities and roles focused on managing and supporting automation.

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Quote of Note

“Locus is more than a vendor — it’s a strategic partner helping us scale intelligently, empower our people, and keep our promise of high-quality service and operational excellence.”

- Tony Altman, President and CEO

