



Beverage Manufacturer RedPrairie WMS and Logistics Training

Solution Snapshot



Problem: Rapidly develop talent management and training programs to support the rapid expansion of our client's distribution network.

Solution: Leveraging their years of expertise, Spinnaker's supply chain training specialists helped design, develop, and deploy training courses for use across our client's enterprise.

Hit The Ground Running

It's a phrase our veteran consultants have mastered in their efforts to support companies in all manner of industries that are forced to live by the same motto.

Time is short, and the list of requirements to be done is long. That's why this client, a renowned sports beverage company, approached Spinnaker to help develop quality training to support core transactional and procedural skills while in the midst of opening a new distribution center.

Such a task alone is a long, complicated process, with plans to create, land to buy, buildings to construct, systems to install, and countless other details to be handled. But our client realized that having a well-prepared team to run their facility once it opened was equally important — and complex.

Operational readiness isn't a detail that can be left to chance — or open to interpretation. That's why they called Spinnaker to help create a successful training program. As always, we hit the ground running.

The Challenge: Driving User Acceptance

The list of requirements for this training program was long, but ramp-up time was short. Knowing that training hundreds of new hires (and hundreds more over time) was key to deploying skilled, capable personnel once the new DC opened, our challenge was to design

a program, develop content, and prepare a core team of trainers in a number of areas, most centering around our client's RedPrairie WMS system. We had to develop training for:

- **Forklift Operators** — Every task – from receiving product into the warehouse, to picking and shipping – Requires scans and data collection activity at each and every step. Our goal was to develop transactional and procedural training to create an understanding of these concepts, and help users develop an intuitive ability to perform these tasks rapidly.
- **WMS System Users** — Not all production personnel use an RF gun when working with the system. Supervisors, dispatchers, and clerical support all needed to learn — and understand – sufficient application knowledge to use the system from a traditional workstation.
- **WMS System Setup** — On an ongoing basis, complex admin functions require the team to maintain and update the WMS system to support the constantly changing environment of a high-velocity DC. Training warehouse personnel on these processes is key to ensuring that quality operational standards are maintained throughout training – and beyond.

To accomplish these objectives, the entire training program had to integrate procedural knowledge and hands-on training. We had to develop standard operating procedures that not only explained various processes but also addressed “why” the processes were important — a training methodology approach that specifically targets the requirements of adult learners.

We created highly customized content that included multiple day-in-the-life examples and numerous hands-on exercises to demonstrate actual processes. This fostered opportunities for discussion and Q&A sessions with students, and for users to validate their new knowledge. We concluded with comprehensive testing that covered all processes and transactions.

Slowing Down to Speed Up

A major challenge in this effort was to create content based on processes that — when properly executed — should take just a few seconds, not minutes or hours to perform. It's difficult to “dissect” such high-speed transactions however, especially for adult learners, so we first had to break down these transactions into component parts, and then reconstruct them in our training content, almost like slow-motion “instant replay.”

Just as each member of a racing team pit crew must have the right tools, knowledge, and insight into a proper sequence of operations to change a car tire in only 11 seconds, DC operations personnel also require a much deeper level of understanding to work effectively at a fast pace.

By having users perform simulated transactions in a mock warehouse – actually receiving, moving, counting, and shipping pallets made of Legos – our hands-on

training provided instant feedback that revealed which concepts users were embracing and which required more attention.

Going Above and Beyond “Just” Training

Although Spinnaker’s highly customized training programs are renowned for helping clients master complex supply chain concepts, sometimes it’s just as important to incorporate a high-level message to reinforce the concept of change management as a cornerstone of growth.

By helping conceptualize a framework for training, shape the message, build the details, validate supply chain best practices, and package everything for delivery — Spinnaker delivered a solution that focused not only what was happening, but why the changes were important, and what benefit the new facility would gain from every scan counting in real-time!


The Rewards of a Well-Planned Training Effort

By blending application expertise and the day-to-day realities of DC operations, Spinnaker enabled our client’s employees to effectively apply their newfound knowledge and ensure the successful, on-time opening of their new distribution center. By hitting the ground running — collaborating, developing, and delivering an optimal training program — our consultants made sure our client was prepared to do the same.

About Spinnaker:

Spinnaker is a supply chain services company that helps clients grow, manage risk, reduce costs, and improve customer service by developing world-class supply chain capabilities. Our services help clients develop the right supply chain strategy for their business challenges and implement the process and technology solutions to improve Demand/Supply Planning, Procurement and Sourcing, Logistics and Warehousing, and Reverse Logistics business performance. Spinnaker offers a unique service delivery model that combines the strength of deeply experienced management and technology consultants with a seasoned team of business process outsourcing (BPO) and 3rd-party logistics (3PL) professionals. Founded in 2002, Spinnaker has offices in Boston, Columbus, Denver, Houston, Memphis, Pittsburgh, London, and Singapore.

Contacts Us:

 [Phone: 877-476-0576](tel:877-476-0576)

 [Email: info@spinnakermgmt.com](mailto:info@spinnakermgmt.com)