

Case study

Warehouse Management

Keeping it Fresh at Ariztía

Results

- Improved product freshness and customer satisfaction
- Increased employee productivity

Improved freshness

Since its founding in 1894, Ariztía has grown to be the second largest chicken and poultry producer in Chile. Their mission and vision is to provide quality products and excellent service to their customers. Since their products have short shelf lives and are shipped either fresh or frozen to customers, assuring freshness is of paramount importance to Ariztía.

“Fresh chicken represents 70 percent of our sales, with only 10-12 days of shelf life. Our primary challenge is to manage expiration dates by using first expired/first out for short shelf life products. Blue Yonder’s warehouse management solution was selected for its ability to manage different expiration dates for fresh and frozen foods. The company can now manage batch and data optimization. This enables Ariztía to manage different inventory levels according to different customer needs. The benefits are reduced losses, increased productivity and improved inventory control.” – **Logistics Manager, Ariztía**

Challenges

- Ariztía has short shelf life products which require tight inventory control
- Assuring freshness mandates strict adherence to first expired/first out inventory turnover practices
- The company believes strongly in training to improve employee productivity





Training and productivity

Ariztía believes strongly in the value of training and education and its ability to help them improve employee productivity. They turned to Blue Yonder to provide this training.

“Without the Blue Yonder training, our personnel would be constrained to doing only their usual routines. Improvements in productivity would be left aside.”

Solution benefits

- Increased customer satisfaction due to improved product freshness
- Reduced inventory losses through better management of expiration dates
- Improved control over inventory
- Increased employee productivity

Blue Yonder expertise

Blue Yonder’s warehouse management capabilities enable Ariztía to better manage their short shelf life inventory and more accurately match inventory practices to customer requirements. This results in greater customer satisfaction with reduced inventory losses, as well as improved employee productivity and company profitability.

“Without the Blue Yonder warehouse management solution, we can’t manage our principle warehouse.” – **Logistics Manager, Ariztía**



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