

Why Retailers Need 3PLs to Tailor Robotic Automation for Order Fulfillment

Robotic automation promises high returns in scalability, efficiency, and cost-effectiveness. But many 3PLs have quickly adopted robotic automation only to experience significant growing pains – and their customers are feeling it.

If you're a retailer wrestling with an underperforming 3PL or you're in the process of evaluating 3PLs with robotic automation, here's some common automation challenges that 3PLs face and what to look for in a 3PL that promises the benefits of robotic automation.



3PL Automation Challenges

OVERSELLING AUTOMATION BEFORE IT'S OPERATIONALLY MATURE.

Robotic process automation advancements are exciting and the technology can definitely perform. But 3PLs often oversell their abilities before they've had time to mature automation within their operations.



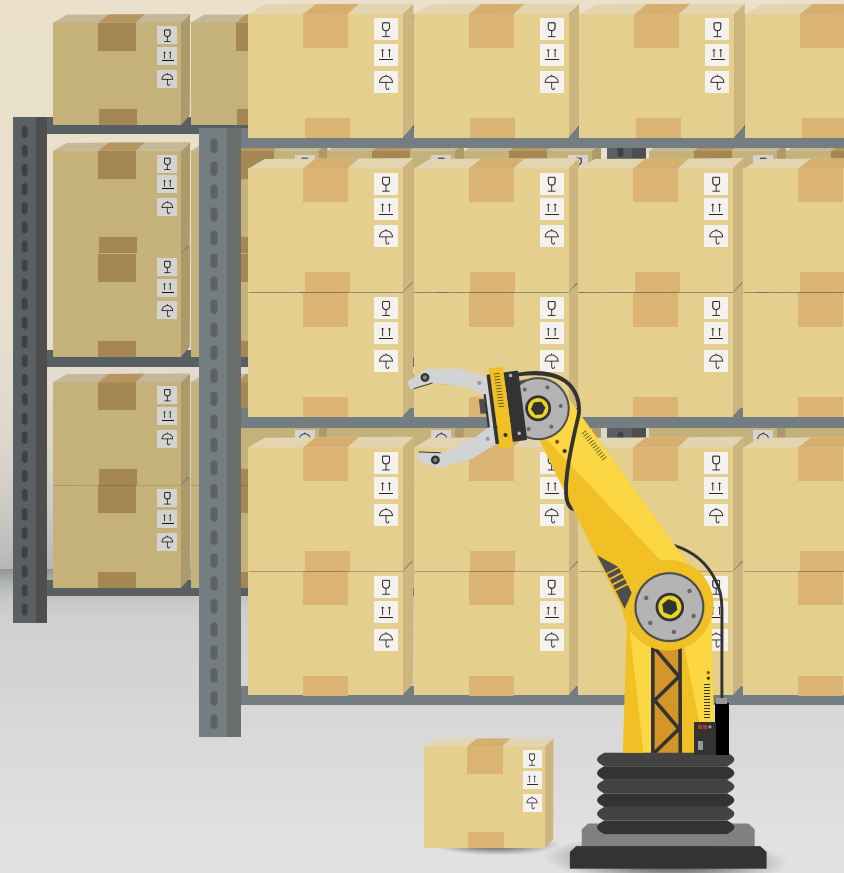
APPLYING A ONE-SIZE-ALL APPROACH TO AUTOMATION.

Automation is a hefty investment and recouping ROI demands getting the most out of it for every client. Some 3PLs promise the same benefits to every client and use the same robotics solution for everyone. They do not account for the unique needs of each client.



UNEXPECTED PERFORMANCE GAPS AS THE 3PL GROWS.

Many 3PLs struggle with scaling robotic automation as their business grows. Adding more robotics is a process and there can be a gap between the need and 3PL's ability to reach capacity.



What Impacts the Type of Automation You Need?

Growth stage

Every retail business is on its own unique growth trajectory. Your size, volume, and growth strategy all play a role.

Types of products

Low-value or high-ticket items? Beauty products or gas grills? Product types also determine which automation would best serve you.

Peaks and scalability

What are your peak seasons like? Do you have unique dates? Does influencer marketing play a role?

Degree of personalization

Are you shipping products in plain branded boxes with zero personalization or are you highly personalizing with special packaging, freebies, and custom notes?

Radial Tailors Automation to Each Retailer

Radial tailors different types of automation for various aspects of the order fulfillment process to each client's unique needs. We don't use a one-size-fits-all approach. Our robotics delivers the right level of support needed to optimize our services to each client:



LOCUS ROBOTICS

Enables greater efficiency and flexibility to support peak periods and continued growth for our brands.



covariant

The robotic arm technology performs repetitive putting operations and eliminates the need for a manual put-to-light station.



Geek+

Robots collaborate with our associates, reducing walking time, expediting onboarding, and enhancing workplace quality with multi-language skills.



EXQTEC

The Skypod system utilizes robots that can reach heights of 36 feet in a high density, narrow aisle solution.



Explore How We Can Tailor Automation for You

