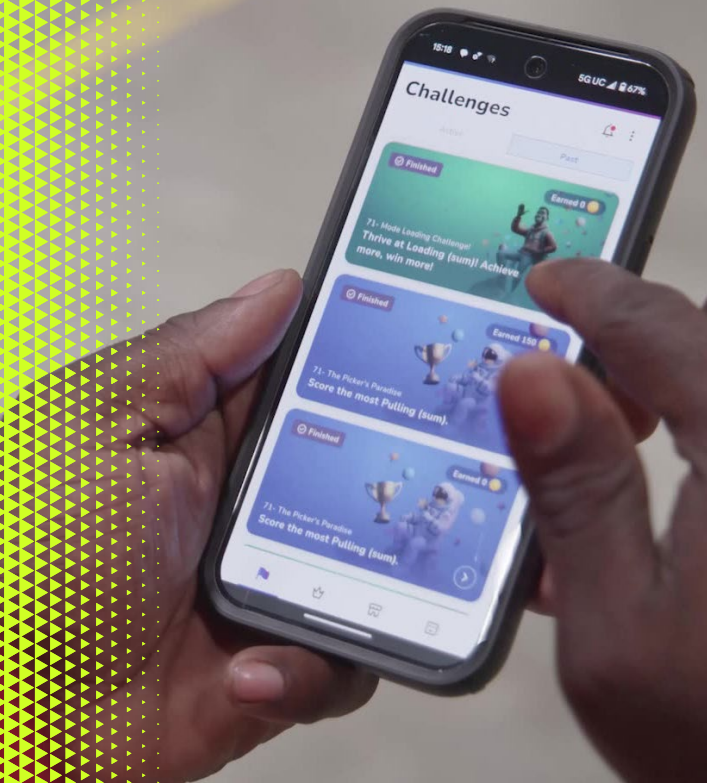


Game on for productivity

CITY Furniture reignited team engagement through gamification—improving productivity, retention and employee satisfaction.



Snapshot

Company

CITY Furniture

Industry

Furniture and home distributor

Warehouse Size

1 million SQ. FT.

Solution(s)

vaibe gamification
Warehouse Management System (WMS)

Background

CITY Furniture is a Florida-based retailer offering a full range of home goods, from living and bedroom furniture to décor and accessories, helping customers furnish their homes with style and quality.

The challenge

Like many in the industry, CITY Furniture faced significant warehouse associate turnover, heightened by the physical demands of the job. Moving heavy furniture takes a toll on the body, leading to low productivity and engagement.

The company also lacked visibility into employee performance and key metrics. They needed a solution that could effectively track associate performance and capture critical operational data to drive continuous improvement and informed decision-making at the warehouse.

At the same time, CITY Furniture was looking for a way to motivate employees through healthy competition and better recognize top performers. The goal was clear: enhance accuracy, efficiency and employee satisfaction at both the individual and team level.

“We aimed to use gamification to efficiently challenge and reward our associates, not only with each other, but also the leadership at CITY Furniture, to able to reward our associates for going above and beyond.” Brent Roberts, managing director of operations at CITY Furniture.

7%

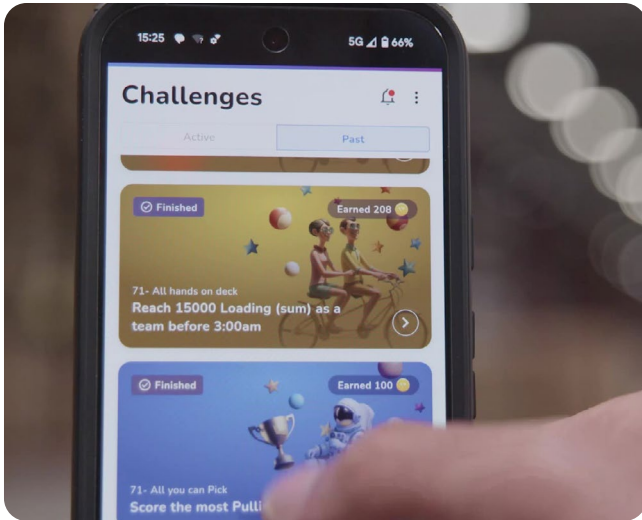
increase in
picking
performance

11%

increase in
productivity

15%

increase in load
scanning



“I would highly recommend using Infios WMS and vaibe gamification together: one tracks performance, and the other enables you to reward associates based on that performance.”

Brent Roberts

Managing Director of Operations, CITY Furniture

The solution

CITY Furniture collaborated with Infios, their Warehouse Management System (WMS) provider, to find the right solution to address their needs. Infios recommended the Gamification solution by vaibe for its seamless WMS integration and alignment with CITY Furniture’s primary concerns. “When Infios brought in vaibe to CITY Furniture, it was the perfect match,” said Vitor Coelho, customer success manager at vaibe.

Gamification works best when it’s integrated into systems that are already part of the workflow. Thanks to the close working relationship between Infios and vaibe, implementation was swift—with the system up and running just two weeks post-contract.

By integrating directly with the WMS, the vaibe system requires minimal associate training, as they continue using the same interface. It captures task data such as pick rates, inventory levels, order accuracy and shift attendance to create challenges, leaderboards and rewards. Everything runs behind the scenes, using the information employees already generate. The technology builds on CITY Furniture’s existing workflow, optimizing the system in place rather than introducing a new one.

The results

CITY Furniture quickly realized several key benefits:

- **Improved retention rates:** associates are more engaged and motivated leading to less turnover.
- **Strengthened leader-associate relationships:** gamification has created a dialogue of improvements for associate processes to improve
- **Teamwork:** CITY Furniture moved away from individual games to team games on the shifts, encouraging collaboration.

CITY Furniture has implemented gamification in three of its distribution centers (DC) with plans to roll it out in its final DC.

“Partnering with Infios for the gamification process—and having it all integrated into a single service—has been a game-changer for our management team. It streamlined training and development on the system, requiring minimal effort to replicate the process across all our distribution centers.” Brent Roberts, managing director of operations, CITY Furniture.

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