

ELECTRICAL MEASUREMENTS

Panasonic Measures a 22% Productivity Increase

The rapid rise in the size of televisions, while great for watching your favourite TV programme, is a potential logistics headache. And since opening in 1997 the Panasonic national distribution centre in Northampton has seen significant changes in product profile and customer base.



Simple measures of productivity, considered adequate when operations started, were no longer giving the necessary warehouse performance measures – essential for benchmarking, improving both productivity and the quality of service to customers.

With cubic metres per person or per hour not up to the task,

Panasonic have been working with The Logistics Business to develop detailed performance measures.

“Establishing a benchmark over a four month period we recorded productivity, along with any peaks, troughs and any exceptional circumstances,” comments Jonathan Odams, Panasonic’s Operations Manager. “We are now

in our third month and the figures recorded have shown a vast improvement accounting for a 22% increase in performance.”

“The scheme has been exceptionally well received by our employees with percentage increases in productivity representing a corresponding percentage in bonuses paid. There has also been a reduction in the numbers of errors, with staff continually looking at processes that are quicker and that give more productivity.”

“Eventually we will add more competencies to the key performance indicators, enabling us to drill down to products, individuals and teams,” Odams concludes.

The detailed KPI’s developed by The Logistics Business, which have required some changes to the WMS to extract the right data, include throughputs of cartons, pallets and stacks in all areas of the warehouse, plus resource utilisation, which can be used on a day to day basis.

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