



VOICE-DRIVEN PRECISION, PRODUCTIVITY, AND PEOPLE-FIRST DESIGN ACROSS TWO DECADES OF INNOVATION

AT A GLANCE

COMPANY

Salling Group

INDUSTRY

Retail

LOCATION

Northern
Europe

USERS

1,200 users
15 DCs

ABOUT SALLING GROUP

Salling Group A/S is Denmark's largest retail group, operating more than 1,700 stores across Denmark, Germany, and Poland. Headquartered in Brabrand, the company owns well-known retail chains such as Netto, Føtex and Bilka. With around 60,000 employees, Salling Group is one of Northern Europe's leading retail groups, combining supermarkets, hypermarkets and department stores under one umbrella.



CHALLENGE

Growing volume and accuracy demands a flexible, SAP EWM integrateable voice solution



SOLUTION

LYDIA Voice for AI-powered voice picking in 6 languages (Danish, English, Polish, German, Russian, and Colombian Spanish)



RESULT

1 million+ picks per day with higher accuracy and speed.
Faster onboarding and higher employee satisfaction

For almost two decades, Salling Group has relied on LYDIA Voice to strengthen accuracy, speed, and workforce satisfaction, choosing it repeatedly as the company evolved, migrated to SAP EWM, and expanded its network. Today, 15 of its buzzing distribution centers use LYDIA Voice to power their picking and packing operations, handling around 1 million picking lines per day.

THE CHALLENGE

As one of Northern Europe's largest retail logistics networks, Salling Group manages enormous complexity: thousands of SKUs, a high volume of seasonal workers, and multiple distribution hubs operating in parallel. Before LYDIA Voice, manual picking processes struggled to maintain the pace and precision required. With rising throughput and shifting workforce dynamics, Salling Group needed a voice solution that could deliver accuracy, flexibility, and seamless integration with SAP systems.

"We wanted to increase both picking quality and efficiency in our manual warehouses", said Dan Kaihøj, Enterprise Architect for Logistics at Salling Group. "When we measured speed and quality, we saw a dramatic improvement compared to our previous process."



The company validated LYDIA Voice against competing solutions nearly twenty years ago, then again when migrating to SAP EWM, and again against competitor voice solutions in foreign warehouses. In every case, LYDIA Voice came out on top for its robust integration options, effortless onboarding without training time, and flexibility in adapting to new workflows.

THE LYDIA EXPERIENCE

When Salling Group first introduced LYDIA Voice, the goal was simple: pick faster and make fewer mistakes. Almost two decades later, the solution has become much more: a trusted, adaptable platform that keeps complex operations running smoothly day after day. As the company modernized its logistics, LYDIA Voice evolved with it, integrating directly through SAP frameworks to ensure real-time synchronization between order management and warehouse execution.

Today, the system supports picking and packing processes for 70% of Salling Group's orders, with flexible options for device use. Operators can work with the unique LYDIA VoiceWear picking vests, wired headsets, or wireless headsets, allowing them to choose what best fits their workflow and personal preferences.



"We've chosen LYDIA multiple times over the years because it always meets us where we are. It evolves with our systems, our people, and our business and that's why it remains our trusted partner."

Dan Kaihøj, Enterprise Architect for Logistics at Salling Group

Multilingual support is another strength. With six active languages, including Danish, English, Polish, German, Russian, and Colombian Spanish, LYDIA Voice allows Salling Group to hire confidently across diverse labor markets. "We hire the people we can, and LYDIA follows," Kaihøj reflects. "We don't see language as a constraint because it's easy to add new languages as our workforce evolves. LYDIA Voice is flexible, robust, and easy for new team members to use. It just works in every situation. That's the most important thing."



Behind the scenes, EPG's technical team collaborated closely with Salling Group to support continuous improvement. "Whatever idea we had, it was possible. It's not just about the solution. It's about the people behind it, and we have full trust in the LYDIA team," Kaihøj asserts.

THE RESULTS

After nearly 20 years, LYDIA Voice continues to deliver accuracy, dependability, and simplicity at scale. Voice-directed workflows have reduced picking errors and kept deliveries on time, even under pressure. With onboarding time eliminated, the company can quickly train seasonal workers without losing momentum. Managers, too, see the impact: fewer troubleshooting calls, smoother team handovers, and consistently high performance across shifts and sites.

BUILT FOR WHAT'S NEXT

Salling Group's long partnership with EPG and LYDIA Voice shows how technology and teamwork evolve together. What started as an accuracy initiative has

grown into a foundation for resilience and scalability, blending human experience, flexible design, and data-driven integration.

Today, LYDIA Voice continues to support Salling Group's logistics excellence across Europe, growing with every new site, every new challenge, and every new generation of employees.



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