



LEARN FROM MILLENNIALS: THE UBER EFFECT ON TODAY'S SUPPLY CHAIN

Q&A with RMG



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Q&A with Kerwin Everson Vice President, Supply Chain Solutions at RMG



In my role at RMG Networks, I am Vice President of Supply Chain Solutions. My goal in this role is to help educate the players in the Supply Chain space on the value of real-time performance management and how to effectively use digital signage or as RMG says... "Intelligent Visual Communications" to communicate the "right message to the right people at the right time."

At the recent **American Supply Chain Summit 2017** held in Orlando, Florida (organized by Generis Group, Toronto, Ontario, Canada), a group of nearly 100 supply chain executives (McDonalds, 3M, Nissan, Mars, VF Corp, Boeing, Adidas and many more) gathered to discuss the impact new technologies, as well as the millennial generation in the workplace, might have on the supply chain industry.

RMG was pleased to speak at the conference as well as exhibit how we can help today's supply chain executive with one of their biggest issues — **Supply Chain Visibility**. As RMG's Vice President Supply Chain Solutions, I was excited to share how Intelligent Visual Communications can impact productivity, employee morale and engagement, safety, quality and more.

Original article: <http://www.rmgnetworks.com/blog/learn-millennials-...>



How are you thinking differently and making a difference in the supply chain industry?

I personally work to educate supply chain professionals on the value of visibility across their entire end-to-end supply chain.

Many systems and reports available today, provide a “siloe” view of what is happening in a specific department, a specific plant, an individual distribution center, or perhaps geography. In today’s competitive environment, it is no longer prudent to manage your supply chain with yesterday’s data – hey, that would be like driving your car using only the rearview mirror – right? Further, why ask your employees to perform their daily tasks blindly? Asking them to meet daily goals without providing them up-to-date (think real-time) information about how I am doing and what work remains is meaningless to them. It’s like attending a sporting event with no scoreboard – who’s playing? who’s winning? what’s the score? how much time is remaining? etc.

Providing real-time information helps all supply chain employees perform better and keeps them engaged in the process. They can know as the industry says, “at a glance,” whether we are winning or losing today. Further, information like what work remains, and where am I needed next can be available to provide self-direction.

So, these are just a few of the ways I personally, and RMG as a company, are making a difference in this space. We have helped companies manage their businesses more effectively with screens or desktops that are data, metrics and KPI-driven.

What are some misconceptions people have around the millennial generation?

Well, I think the biggest misconception is that they are lazy. Haven't we been hearing that for years? It seems every "younger generation" is never "up-to-par" when compared with the current older generation. I know millennials who are entrepreneurial, manage and/or own their own business, and who aspire to be great leaders — and are willing to work for it. They for the most part, want to do an excellent job and want to make a difference. Many times, it is as simple as letting them know the impact their task or role has on the company's bottom line or how it impacts customer service, etc.

They are a generation that is comfortable with technology and is willing to embrace change. While they are thought to have disrespect for authority, and minimal work ethic, their desire to make a difference can be accentuated by providing them instant feedback on results and efforts. They are "constant communicators" — hence the need to appear to "over-communicate" with them. Many times, using gamification within the workplace can have tremendous success in bringing out their best.



Explain the “Uber Effect.” How has Uber influenced today’s supply chain?

I call it the “Uber Effect” only because the “Amazon Effect” has been overused.

It is the same concept — I want what I want, and I want it now. I don’t want to wait on it— I don’t want to pay full price for it. In the case of Uber — why wait for a cab, pay twice the fair, not know anything about your driver or what all other riders feel about his/her service and customer satisfaction?

This carries over to the supply chain almost identically. I want something delivered today or tomorrow. I want free or very inexpensive shipping. I want to know what else might complement whatever it is I have just purchased. I want the ability to return it easily, no hassles and perhaps at no cost, etc.

The Uber or Amazon Effect is what today’s supply chain executive and every retail executive must deal with. Get in the game or you are already behind — right?



How can Intelligent Visual Communication impact productivity, employee morale and engagement, safety, quality and more?

Typically, the processes of picking, packing, shipping, etc., are your most labor-intensive areas and we know these are the areas that most dollars are spent on technology to improve productivity (think voice picking, pick-to-light, and more). What we have seen is that many times the employees simply need to know “how am I doing right now and what do I need to do during the time remaining to make my goals?” We like to say we help visualize what is most important — where it is most important. We put the real-time data where real time decisions can impact your DC or FC productivity— at the execution level. We make your data “actionable.”

Similarly, many of your manufacturing processes within your supply chain are also some of your most labor-intensive areas, and we know these are also areas that many dollars are spent on technology

to improve productivity (automation including robotics, and IoT). We put the real-time data where real time decisions can impact your Manufacturing Facility’s productivity — at the execution level.

In addition to real-time productivity metrics, think about the ability to provide timely feedback on safety, quality, Human Resources updates and even information on new hires, birthdays, anniversaries, company events, and oh so much more. Your employee culture can be changed and/or impacted through appropriately located digital signage. A workforce that is engaged and motivated, is one that will be healthier, happier and a better all-around employee for your company — one that becomes a great “brand ambassador.”





In your experience, what has the outcome been like when a company has implemented Intelligent Visual Communication to drive business results?

We have seen varied results, and I was able to hear a few of them just today as we engaged a couple of our longer-term North American customers to provide references for a large UK supply chain prospect in London.

I have heard results like a more engaged workforce, a cultural change, productivity gains and more throughput, improved safety and quality and more on-time deliveries. One company shared that they were finishing shifts 15-30 minutes early. Results like employee engagement are many times harder to measure – often, employees are only surveyed on

morale and engagement just once per year. One suggestion would be to engage your employees in regular meetings to determine what has the most impact on the screens – what would they like to see on the screens. Their input makes them feel a part of the process, and they will pay more attention to the messaging you are trying to deliver.



ABOUT RMG

RMG is a global leader providing intelligent visual solutions that drive business results. We specialize in visual supply chain solutions that give managers and employees real-time visibility of workforce productivity. Visit our website to learn more about how our supply chain solutions can boost your supply chain performance and efficiency.

Check out Generis' Supply Chain Summit and learn how to get involved next year!

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