

## Output:

- Blog post draft
- Think about the images you need in the blog post and then assign the images to Bar ([explained here](#))
- Write 3-5 long form linkedin posts to accompany the post

## Topic:

Is warehouse automation really killing jobs?

## Overview & hook:

Robotics have been sensitive and controversial – “they are killing jobs, will take valuable jobs away from people,” bla bla. In the case of e-commerce fulfillment, this isn’t true, and we want to reframe the conversation. Manual labor is an enormous problem, and robotics are the solution.

## Who is the target audience and/or persona?

Chief Operating Officer, Head of Supply Chain, Chief Innovation Officer

## What are their pains?

E-commerce fulfillment is largely reliant on manual labor, which is a huge huge HUGE problem. It’s traditionally grueling, sometimes dangerous work, and it’s now very very hard to find, super expensive, and beleaguered with problems.

## What do they know?

- Labor shortages are a nightmare – 1 in 3 retailers we surveyed for our retail report said that labor shortages are a top threat to their entire e-commerce business
- 33% say that reducing their reliance on manual labor for fulfillment is their #1 priority for the coming year
- They do know automation is a thing, but probably think that it exists in large warehouses and/or might only be an option if you’re building your own warehouse
- They probably know that speed of delivery is important but not maybe a must-have

## What do they not know?

- They might not understand the importance of a distributed fulfillment strategy
- They probably don’t know what automated micro-fulfillment is
- They might not fully understand that automation unlocks a huge barrier to scale so it MUST be a part of their strategy

## Where they are in the 5 stages of awareness

<b>Unaware:</b> They don’t even know they have a	<b>Problem aware:</b> They know they have a problem	<b>Solution aware:</b> They know they have a problem,	<b>Product aware:</b> They’re looking at all the	<b>Most aware:</b> They know who you are, they
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problem	but they've got questions – are there effects I'm not aware of? Do others have the same problem? What can I do to fix it?	they know how to fix it, but they don't know anything about you or what you offer.	options, including yours.	know your product is perfect for them, they just need the final nudge
	They all definitely know that manual labor is a nightmare.  Some of them might not know how to fix it.	Many of them know that automation exists and is a solution, but might be dragging their feet.  They definitely do not know what micro-fulfillment is.		

### What are we trying to educate them about/impress upon them?

Manual labor is a huge barrier to scale in e-commerce. Automation unlocks that barrier. That's why brands MUST have automation as a core component of their e-commerce strategy. But automation alone isn't enough – you need to be automated AND distributed.

### Outline:

**Intro:** You've probably read the headlines: automation [has killed 70% of jobs](#). Robots will [replace 85 million jobs](#) globally by 2025. But brands and retailers who are struggling to keep up with online demand are experiencing a very different reality.

### There's a huge labor problem in e-commerce

Even with insane signing bonuses, promises of free college tuition, and more incentives (google more examples), brands are struggling hard with manual labor.

- Scarcity: This year, [73% of warehouse operators can't find enough labor](#) to support demand.
- Costs: Find a data point about how wages have skyrocketed
- Rapid turnover: Cite data from [this blog post](#) and can mention that Amazon warehouses typically experience [more than 100% turnover in a given year](#).
- Risky and often dangerous work: here's some [injury data](#), maybe more

Bottom line: once thought of as amazing and secure jobs of the future, warehouse jobs are now the ones that nobody wants.

### **The impact of the labor problem is immense**

- 1 in 3 brands we surveyed said that labor shortages are a top threat to their entire e-commerce business
- 33% say that reducing their reliance on manual labor for fulfillment is their #1 priority for the coming year
- 99% of brands we surveyed have lost sales due to insufficient fulfillment capacity (labor is a huge component of this) Recap and link to [this blog post](#)
- If possible, find stat(s) about it causing delays and impacting the customer experience – especially during Covid

### **The solution is automation**

- Automation isn't taking jobs; it's filling an intense void that is costing retailers millions and having a huge effect on the supply chain
- Accenture says that [three out of five companies are turning to automation](#) in order to scale
- "The right level of automation and autonomy will not only enable faster, safer, and more efficient day-to-day warehouse operations. It will also cut costs and improve delivery times, creating a faster, leaner, more scalable, and sustainable operation, ultimately providing the end-consumer with loyalty-driving level of service expected in this on-demand economy." - [Source](#)
- Other benefits of automation: the workforce: Lower attrition rates, More focused training and upskilling investments, Better health and safety coverage, Higher labor flexibility, Lower exposure to labor market fluctuations - [source](#) (p. 21)
- With Fabric, brands can increase their fulfillment capacity up to 70% while reducing reliance on manual labor by 60%

### **But wait – automation alone isn't enough**

- Before jumping into automation, brands need to step back and look at the bigger picture. Look at how supply chains have changed, consumer expectations are rapidly evolving, and prepare for truly future-proofed solutions
- Beyond the obvious metrics of labor costs and productivity, you need to also be sure you're building for long-term customer satisfaction
  - Don't forget Walmart's guiding maxim for retail: "There is only one boss. The customer. And he can fire everybody in the company from the chairman on down, simply by spending his money somewhere else." – Sam Walton
- Consumers want their online orders FAST. So it's critical that you combine automation with a distributed fulfillment strategy
- You need to partner with a provider that has a network of automated fulfillment centers close to where consumers live. This will enable you to quickly scale capacity today and

future proof strategies against the fulfillment challenges of tomorrow. Grow your online business AND achieve the speedy deliveries that consumers expect.

**What's the reader's "oh fuck" statement after reading this blog post?**

"I needed to be incorporating robotics YESTERDAY as part of our e-commerce strategy. I also need to think holistically about it, making sure we're building a future-proofed strategy and solution"