

THG Plc



Location: United Kingdom
Industry: Retail
Partner: Element Logic

THG is a global digital innovator revolutionizing how brands connect to a worldwide consumer base. Through their proprietary platform, Ingenuity, THG is providing a simpler, integrated and frictionless retail experience for consumers and brand owners. THG's purpose is to make an impact through digital transformation, innovation, and expertise.

Ingenuity's focus is to continually optimize and improve the customer experience. The partnership with AutoStore has helped THG to accelerate fulfillment processing times and reduce order to delivery times in the UK by 40% over 2 years. THG has achieved fulfillment cost savings and further operational benefits through extended next day delivery cut-off times, aided by increased automation speed. They have also seen a reduction in customer contact rates, elevating the overall customer journey.

FIR/ST (Fulfillment Inventory Retrieval & Storage Technology) is a single software solution formed through the integration of the AutoStore AS/RS technology and Voyager, THG Ingenuity's Warehouse Control & Management System. The combination of Ingenuity and AutoStore has enabled Ingenuity to deliver substantial efficiencies, enabling them to pass on cost savings and improved delivery experiences to its consumers. With a global network of 16 fulfillment centres, supported by state-of-the-art technology, THG is continuing to drive increased efficiencies through automation.



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John Gallemore
 Chief Operating Officer, THG

Annual savings through automation

£9m

Return on investment

< 2 years

Reduction of order delivery times

40%

Reduction of variable labor costs

40%