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Scaling Black Friday Fulfillment with Descartes Peoplevox

budgy smuggler®

Budgy Smuggler is an Australian swimwear and apparel brand known for its distinctive designs and Australian-made swimwear. As order volumes increased, the company needed warehouse operations that could keep pace, particularly during busy peak periods. To move beyond manual, paper-based processes and support higher fulfillment volumes, Budgy Smuggler implemented Descartes Peoplevox™.

> "The Descartes system, or Peoplevox itself, helps us be more precise, more accurate, and it does take a lot of tasks off my back with the automations that are happening. So, I highly recommend it."

Giovani Matte
Warehouse Manager, Budgy Smuggler

Company Profile
Budgy Smuggler

Industry
Swimwear & Apparel

Descartes Solution
Descartes Peoplevox™

About the Client
Budgy Smuggler is an Australian swimwear and apparel brand known for its distinctive designs and Australian-made swimwear.

Quick Overview

Challenge
Replace spreadsheet and paper-based picking with warehouse workflows capable of supporting higher order volumes and busy peak periods.

Solution
Implemented barcode-based workflows, guided picking, batching, and automation with Descartes Peoplevox.

Results
- 60% More Black Friday Orders
- 20% Less Additional Staffing during Peaks
- 1,800 Orders on Peak Day
- Picking Within Hours

READ THE FULL STORY →

Challenge: Moving Beyond Paper-Based Picking

Before Descartes Peoplevox, Budgy Smuggler relied on a multi-step manual process involving order selection, Excel, reformatting, printed pick lists, and paper-based picking.

As volumes increased, the team needed a more efficient way to manage warehouse activity and prepare for busy peak periods. Moving away from spreadsheets and paper became essential to supporting higher throughput and more structured warehouse operations.

Solution: Building More Efficient Warehouse Workflows

Budgy Smuggler implemented Descartes Peoplevox to introduce barcode-based processes across the warehouse. Scanning helps improve accuracy by alerting employees when items are placed in the wrong location.

Guided picking and batching also help teams move through the warehouse more efficiently by grouping relevant orders and reducing unnecessary travel.

“It boosted productivity so much! It’s been fantastic,” says Nathan Linforth, Operations Manager and Strategist at Budgy Smuggler.

Automation has reduced routine manual work, while simple workflows help new employees begin basic picking within a couple of hours.

Results



60% More Black Friday Orders

Budgy Smuggler processed 60% more orders during Black Friday than previously.



20% Less Additional Staffing During Peaks

Budgy Smuggler processed higher Black Friday order volumes while requiring 20% less additional staffing during peak periods.



1,800 Orders on Peak Day

The company processed approximately 1,800 orders on its biggest Black Friday day, up from around 1,100 previously.



Picking Within Hours

New employees can begin basic picking within a couple of hours and gain experience across goods-in and goods-out during their first day.

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