

WHAT ARE DISTRIBUTORS DOING TO SURVIVE THE SUPPLY CHAIN AND LOGISTICS WORKFORCE CHALLENGE?

Finding suitable workers for logistics and supply chain operations is becoming increasingly challenging. So, what are companies doing about it? Research shows most organizations have made changes to their operations, technology, recruitment, and retention strategies to address workforce challenges. Those that succeed will recognize that the global war over talent is only just beginning.

AUTOMATING TO IMPROVE PRODUCTIVITY

Companies are tackling logistics and supply chain workforce issues by boosting the productivity of their existing staff.



54% are working to automate non-value-added activities and repetitive tasks.

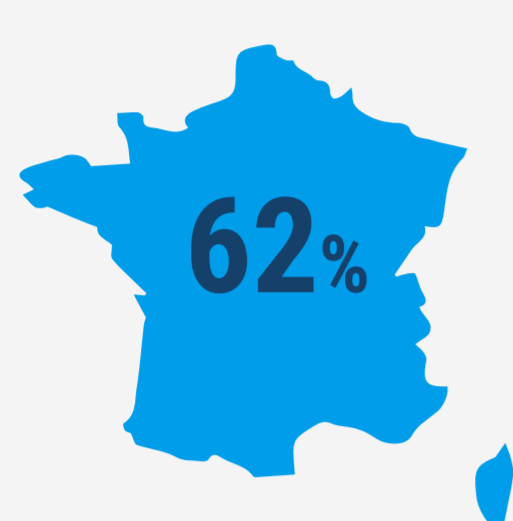


60% of companies that perform above average financially automate tasks (compared to just 36% that are below average).

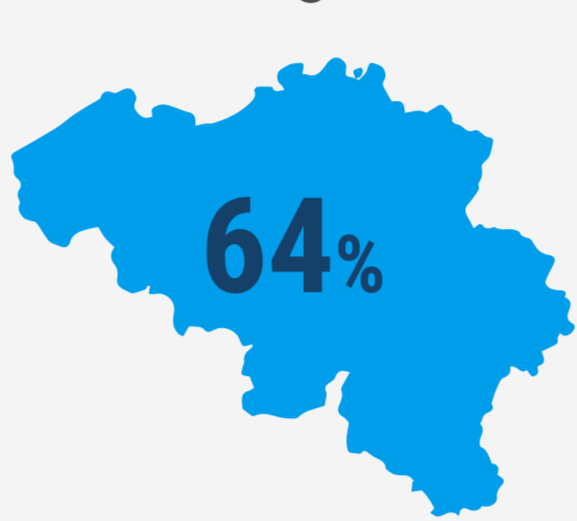


50% of organizations are co-mingling operations with other divisions to seek synergies.

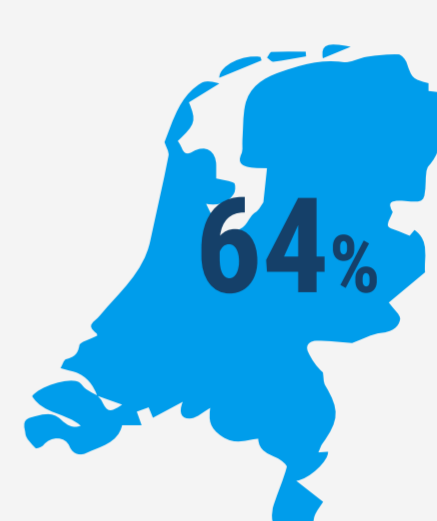
European countries highest for automation:



France



Belgium



Netherlands

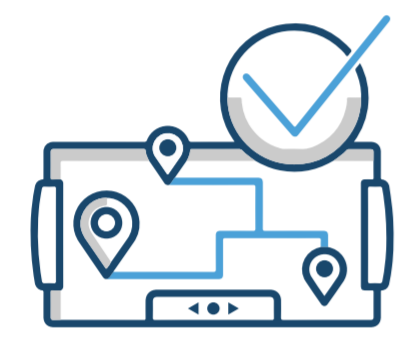
TECHNOLOGY TO REDUCE THE IMPACT OF LABOR SHORTAGE

Technology may help companies meet logistics and supply chain labor shortage challenges.



54% of companies are investing in route optimization technology and

45% in driver mobile productivity solutions to mitigate the labor workforce shortage.



63% of German companies deploy delivery route optimization, the highest of any country surveyed.



49% The UK had the highest number of mobile driver productivity solutions of any nation surveyed at 49%.



15% of companies have fully employed full warehouse automation, and a further 26% have partially deployed.



12% of companies have fully deployed warehouse robots as part of their operations, with 22% partially deploying them.



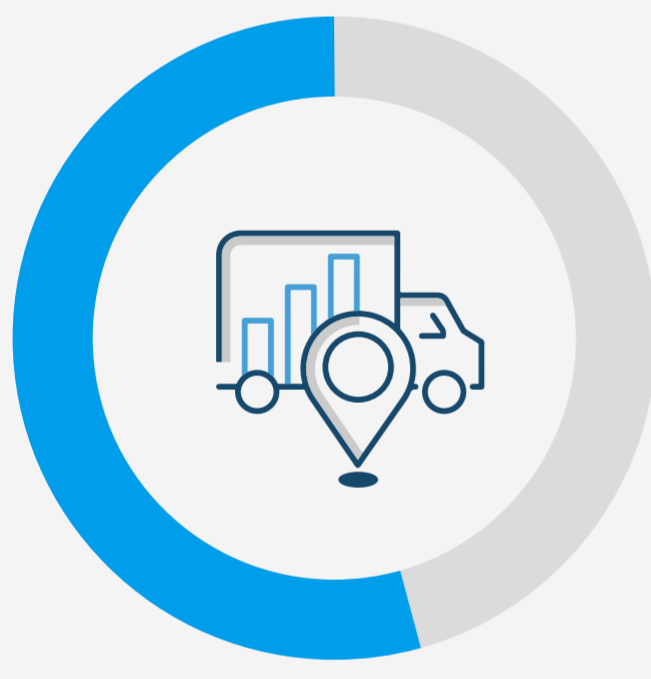
11% of companies have deployed driverless vehicles in their logistics business, while 14% are partial deployers.



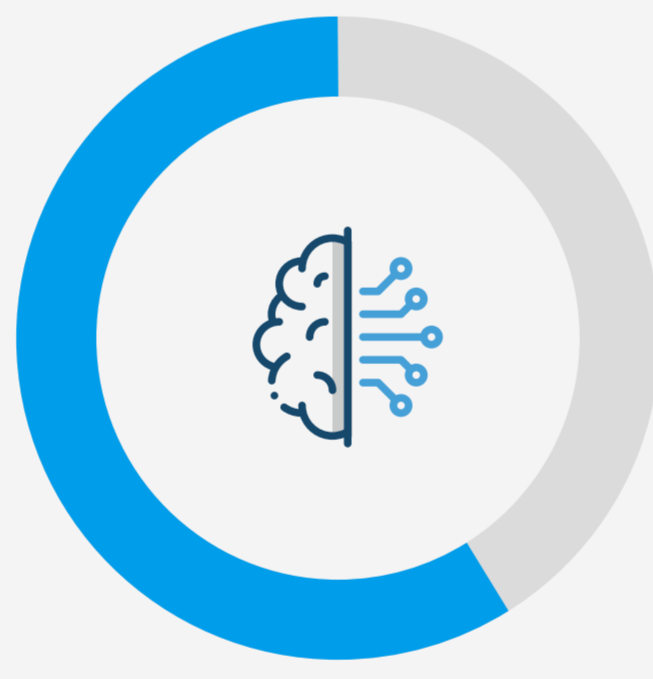
9% of businesses are fully using drones to reduce workforce requirements, while 13% are partially leveraging them.

TECHNOLOGY TO REDUCE THE IMPACT OF THE SKILLS SHORTAGE

Technology is helping to address the shortage of skilled and highly talented workers in logistics and supply chain operations.



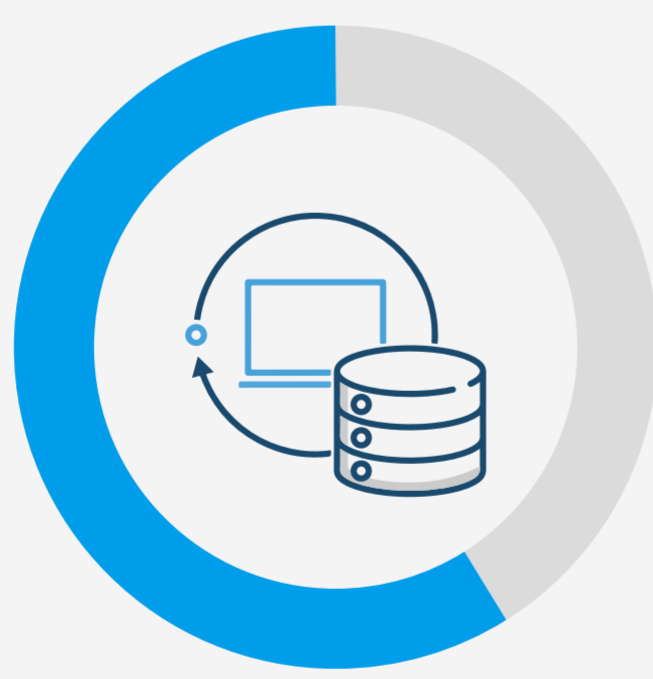
53% of organizations cite partially or fully deploying automated real-time shipment tracking to address the supply chain and logistics knowledge worker shortage.



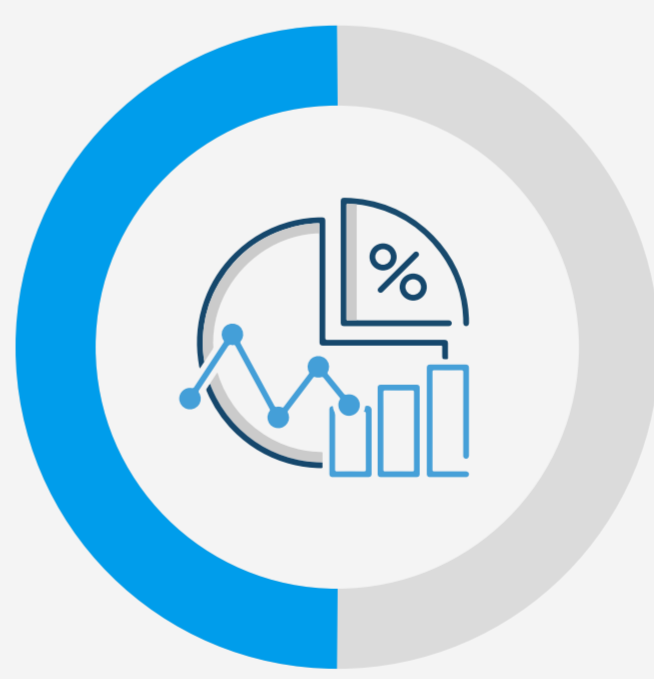
47% of organizations are partially or fully deploying AI to reduce workloads.



63% of businesses surveyed in Belgium/Netherlands used real-time tracking, the highest among all surveyed countries.



48% of Canadian companies use AI for back-office logistics automation.



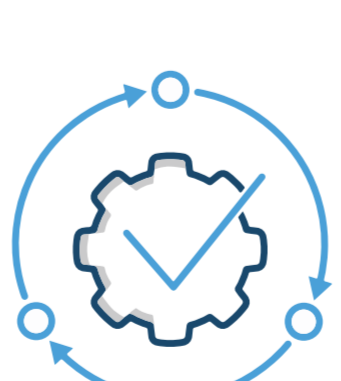
53% of companies in Belgium/Netherlands are using advanced analytics to assist backroom operations, the highest in the sample, compared to only 47% across all countries.

APPROACHES TO ATTRACT NEW WORKERS

Companies can also boost worker numbers by attracting new talent:



35% of companies offer flexible working hours—the most-cited perk—to attract Millennial and Gen Z talent.



34% adopt the latest technology to impress potential younger talent.



Only **23%** of surveyed organizations offer childcare allowances.

CONCLUSION

The severe workforce shortage in supply chain and logistics is compelling organizations to prioritize productivity and talent acquisition above all else. Automation is a key stop-gap measure to replace labor and knowledge-based tasks while advancing technology is further improving real-time shopping tracking and route optimization, adding to existing staff's output per hour worked.