

Case Study



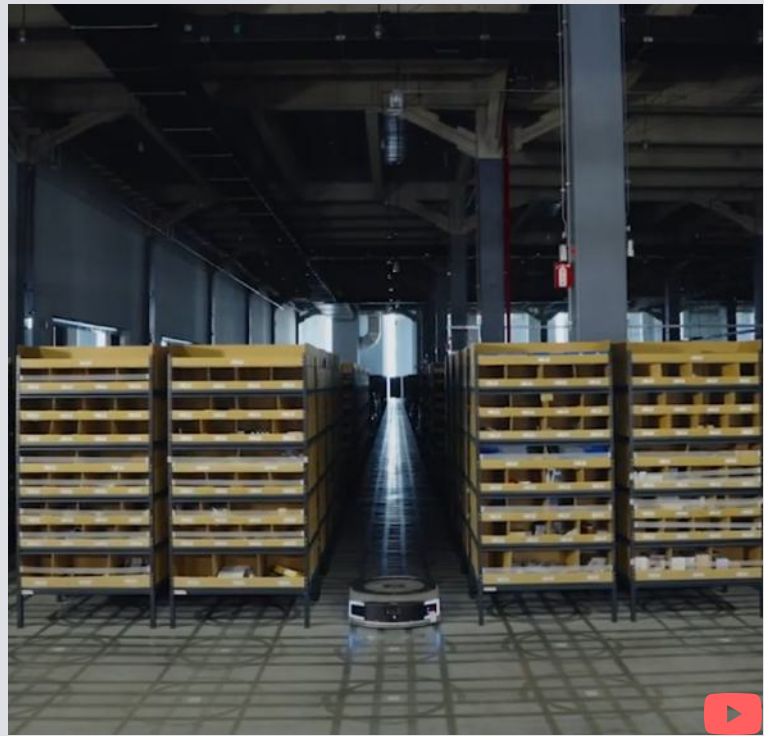
Retail

Pallet-to-Person

Tote-to-Person

The Challenge

- Next-Day Delivery Pressure: Meeting 24-hour delivery standards for millions of customers.
- Manual Inefficiencies: Time-consuming picking processes reduced productivity.
- Scalability Needs: Seasonal peaks required solutions to prevent bottlenecks.
- Sustainability Goals: A greener logistics model to align with PChome's "green shopping" initiative.



Geek+ Solution

- Solution Deployed: Pallet-to-Person&Tote-to-Person
- Pallet & Tote Systems: Automated goods-to-person shuttles reduced picking time.
- Lights-Off Operations: Robots operated without artificial lighting, cutting energy use.
- Scalable Design: Enabled efficient handling of 200,000 daily orders during peak periods.



Ms. YuShan Zhang
CEO, PChome

“The deployment of Geek+ robots has revolutionized our logistics capabilities, transforming inefficiencies into strengths. With this partnership, we're able to keep pace with the evolving demands of e-commerce while adhering to our sustainability mission.”

Geek+ Impact

- Efficiency: Robots tripled picking speed, ensuring on-time 24-hour delivery.
- Capacity: Daily order processing doubled, even during peak sales.
- Sustainability: Lights-off operations significantly reduced energy consumption.
- Environment: Robots reduced physical strain, creating safer conditions.

About Customer

PChome, Taiwan's leading e-commerce platform, pioneered 24-hour delivery in the country. With over two decades of innovation, PChome serves millions of customers, combining technology-driven logistics with a commitment to sustainability.