

EPG Expands LYDIA Voice with Gamification

Work. Play. Win. Delivering double-digit productivity improvements through gamified warehouse execution.

Northlake, Texas (February 3, 2026) [Ehrhardt Partner Group \(EPG\)](#), a global leader in unified supply chain execution and warehouse management technology, is proud to announce the launch of LYDIA Gamification, a new feature within its LYDIA Voice solution designed to strengthen employee motivation, improve retention, and deliver measurable performance gains across diverse warehouse environments.

Labor availability and turnover plague warehouses worldwide, while productivity expectations continue to rise. [LYDIA Gamification](#) was developed to make daily warehouse work more engaging without disrupting proven processes. EPG connects motivation to execution, turning engagement into real operational gains. LYDIA Gamification is directly embedded into voice-directed picking, engaging employees on the floor while helping operations leaders stabilize throughput and improve workforce continuity.

Reframing Repetition into Progress

Order picking is repetitive by nature, and monotony can erode focus and quality over time. LYDIA Gamification turns routines into goal-driven experiences by integrating familiar game mechanics like points, medals, levels, coins, and challenges into existing LYDIA Voice dialogue. Employees receive real-time feedback on their progress and can opt in for various game modes and challenges.

From a user perspective, the result is a more engaging workday with clear wins and recognition. Tasks feel structured, and achievements are recognized without adding complexity. Most importantly, all gamified elements support the workflow instead of interrupting it. An AI-based distance matrix ensures that feedback is delivered only during natural walking phases, preserving focus during critical picking activities.

Proven Success

[LYDIA Gamification](#) was designed using a human-centered engineering approach informed by proven behavioral motivation principles. Rather than treating engagement as an add-on, EPG embedded motivation directly into daily warehouse execution, ensuring gamification supports performance without disrupting established workflows.

This design-led approach has already delivered measurable results in real-world operations. In pilot deployments, warehouse teams reported higher engagement and stronger team collaboration, while operations leaders recorded clear double-digit productivity improvements.

The impact was especially evident during peak periods, when team-based challenges helped maintain focus, energy, and consistency under pressure, demonstrating that thoughtful system design can translate directly into sustained operational performance.

Tangible Returns for Operations and Management

For warehouse operators and executives, LYDIA Gamification delivers value beyond employee satisfaction. Higher motivation translates directly into fewer errors and more consistent throughput. Over time, increased engagement supports lower turnover and faster onboarding.

“Our goal was to create a system that runs alongside operations without causing disruption,” says Tim Just, CEO of Voice Solutions at EPG. “LYDIA Gamification integrates seamlessly into the pick-by-voice process and provides motivating impulses without interrupting operational workflows.”

Motivation as a Competitive Advantage

With the launch of LYDIA Gamification, EPG reinforces its commitment to human-centered innovation in logistics. The feature represents a natural evolution of LYDIA Voice—one that recognizes people as a central factor in supply chain execution. By combining operational efficiency with a more positive, motivating work experience, LYDIA Gamification helps organizations perform better today while building a more resilient workforce for the future.

In an industry where technology and people must work hand in hand, LYDIA Gamification shows how thoughtful digital tools can turn everyday work into a source of motivation, pride, and measurable success.

Learn more about [LYDIA Gamification](#) and visit [epg.com](#) to learn how EPG enables smarter connected logistics for organizations worldwide.

About EPG – Smarter Connected Logistics

Ehrhardt Partner Group (EPG) is a global leader in unified supply chain execution technology, supporting global brands for over 35 years with smarter connected logistics. Over 1,600 organizations around the world put their trust in EPG and its suite of solutions to optimize complex logistics processes from manual to fully automated warehouse environments. EPG ONE™ unified supply chain software centralizes WMS, WCS, WFM, voice solutions, multi-carrier global shipping execution, intelligent route optimization, dock management, contract and billing management, and supply chain control tower, enabling integrated supply chain and logistics management from end-to-end. To learn how EPG powers smarter connected logistics for organizations worldwide, visit [epg.com](#).

Press release

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