

Work. Play. Win.

EPG Integrates Gamification into Order Picking

Monotonous routine tasks continue to shape everyday work in order picking. At the same time, studies show that motivation, focus, and team dynamics have a direct impact on quality and productivity. With LYDIA Gamification, EPG (Ehrhardt Partner Group) expands its pick-by-voice solution LYDIA Voice with a feature that integrates scientifically grounded gamification approaches directly into operational picking processes. The goal is to enhance repetitive tasks in a targeted way and strengthen motivation in day-to-day operations. The gamified elements are fully embedded in the existing voice dialogue and support daily warehouse work without changing or interrupting processes.

Gamification mechanisms are familiar from many areas of everyday life, such as fitness or learning applications. EPG transfers this principle to intralogistics. With LYDIA Gamification, picking is no longer perceived solely as routine work, but as a structured process with visible progress and shared goals. Employees can collect coins and medals, reach new levels, or take part in team and warehouse challenges. The gamified elements promote individual motivation as well as team spirit in the warehouse and are designed so that they do not disrupt the workflow.

Developed with scientific support

The development of LYDIA Gamification was scientifically supported by Prof. Dr. Mathias Eggert from FH Aachen University of Applied Sciences. As an expert in information management and gamification, his research focuses on how playful elements can enhance motivation and satisfaction in digital work processes. The scientific findings were incorporated directly into the design of the system, from the selection of suitable game mechanics to the overall user experience. LYDIA Gamification is therefore based on validated insights into human motivation.

“Gamification leverages mechanisms that are deeply rooted in our motivation,” explains Prof. Dr. Eggert. “When progress becomes visible and positive feedback is provided, intrinsic motivation emerges, meaning enjoyment of the activity itself. This enjoyment is the key factor that sustainably increases engagement and satisfaction.”

Seamless integration into existing processes

During development, particular emphasis was placed on ensuring that the gamified elements do not interfere with the workflow. This is achieved through an AI-based distance matrix that detects when employees are in natural walking phases. Only during these moments are game-related voice outputs or feedback signals delivered.

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

Pilot project with positive feedback

In an initial pilot project, LYDIA Gamification was deployed in a real warehouse environment. Feedback from both employees and management confirmed the underlying scientific approach. The system was perceived as motivating and supportive of teamwork, and all functions were actively used. In addition, the introduction of LYDIA Gamification resulted in a clear double-digit increase in productivity. Warehouse challenges in particular proved effective in strengthening motivation and team spirit during peak workload periods.

Motivation as a strategic factor

For EPG, LYDIA Gamification is more than an additional feature. In times of labor shortages and rising productivity requirements, employee motivation is becoming an increasingly important focus. LYDIA Gamification represents another building block for meaningfully connecting technology and people in everyday warehouse operations. With LYDIA Gamification, EPG underscores the ongoing development of LYDIA Voice as a solution that combines operational efficiency with a positive work experience.

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EPG – Smarter Connected Logistics

EPG is a leading international provider of a comprehensive supply chain execution suite (EPG ONE™) and employs 1000+ people in 23 locations across the globe. The group of companies offers its more than 1,600 customers WMS, WCS, WFM, TMS and voice solutions for optimizing logistics processes – from manual to fully automated logistics environments. EPG's solutions cover the entire supply chain: from warehouse and road to ground and cargo handling solutions at airports. Logistics consulting, cloud services, managed services and logistics training in the company's own academy round off EPG's comprehensive range of solutions.

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