



7 Warehouse Mistakes

Costing you Time,
Money & Customers
and how to fix them.





In today's competitive eCommerce and logistics landscape, your warehouse is more than just a storage space. **It's the engine of your business.**

When operations lag, accuracy declines or staff turnover spikes, the ripple effect is felt across your business - in customer satisfaction, profitability, and your brand's reputation.

This guide outlines seven of the most common (and costly) warehouse mistakes we see across fast-moving product businesses. We'll explore why they happen, how to fix them with simple process improvements, and how systems like WaveOMS can future-proof your warehouse for growth, seasonality, and profit.

This isn't just theory. These insights come from decades of hands-on warehouse experience, and proven, scalable results from high-volume operations across the UK, Ireland, and Europe.

The 7 Warehouse Mistakes

Costing you Time, Money & Customers and how to fix them:

- #1 Training takes too long and costs too much.**
- #2 Order accuracy is underestimated, until it's a disaster.**
- #3 Stock isn't where it should be, and nobody knows why.**
- #4 You're still picking by order, not by product.**
- #5 Treating every order as equal, not as a priority.**
- #6 Your warehouse can't flex with peaks.**
- #7 You're managing by gut, not by data.**

#1

Training takes too long and costs too much.

Why it happens.

Warehouses typically experience high turnover, especially in seasonal peaks. It's not unusual for new recruits to take 2 to 6 weeks to become fully effective. Training tends to be informal, inconsistent, and reliant on shadowing existing team members — which slows productivity and spreads errors.

How to address it.

Build modular, standardised training materials that break tasks down by zone or function: pick, pack, sort, ship, etc.

Use laminated visuals or short videos accessible via mobile.

Focus on one job at a time and reinforce it with repetition.

WaveOMS Advantage.

WaveOMS is designed for fast and intuitive onboarding. New staff can be productive in under 10 minutes, thanks to easy-to-understand processes and a simple, touch-friendly interface. The display shows the user the information they need to know, with simple instructions, thereby removing unnecessary noise or decision-making. Minimal training is needed, reducing reliance on experienced supervisors.



**Cut Training Time
by 90%**



**Staff Operational
in 10 mins**



**Training & Supervision
Costs Reduced**

#2

Order accuracy is underestimated, until it's a disaster.

Why it happens.

Most warehouses accept a baseline error rate, assuming that occasional mispicks or mislabels are just part of the process. But every error costs more than a refund e.g., returns, shipping, reputation loss, and often the customer relationship. With increased customer expectations for next-day and accurate delivery, a 1% error rate can be unsustainable.

How to address it.

Introduce barcode scanning verification at the pick and pack stage. It's inexpensive to implement and dramatically reduces human error.

Ensure pickers and packers scan SKUs against order records rather than relying on visual or memory-based checks.

WaveOMS Advantage.

WaveOMS integrates scanning into every stage of fulfillment. From picking through to shipping, staff can't proceed without validation, ensuring 100% order accuracy. No double-checking or paper pick slips required.



Achieve **100%**
Shipping Accuracy



Eliminate Returns
& Refunds



Protect Your
Brand Reputation

#3

Stock isn't where it should be, and nobody knows why.

Why it happens.

In chaotic or seasonal environments, stock is often moved to temporary locations. If those locations aren't updated in your system, staff waste time hunting for items, mispick SKUs, or assume items are out of stock when they're not. This leads to poor replenishment forecasting and customer delays.

How to address it.

Implement real-time inventory updates via mobile scanning during putaway, restocking, or movement.

Enforce a policy where nothing is stored without scanning and updating its location.

WaveOMS Advantage.

WaveOMS enables full WMS functionality. Breakdown, Receiving & Putaway is done in a single action against the purchase order. Items can be stored anywhere; increasing capacity by up to 50%, and still be found instantly. Stock is updated in real-time as it moves, and the system even supports cross-docking to route inbound items directly to urgent orders.



Eradicate Lost & Misplaced stock



80%+ Shrinkage Improvement



Increase Warehouse Capacity by up to 50%

#4

You're still picking by order, not by product.

Why it happens.

Traditional picking processes often involve walking the warehouse for individual orders, picking each item until the order is complete. This results in long walking routes, duplicated paths, congested aisles, and low throughput. It's inefficient and gets exponentially worse as order volume scales.

How to address it.

Reorganise picking to consolidate items across multiple orders.

Group common SKUs and have staff pick them in a single run; e.g. if there are 20 phones in all your orders, pick all 20 in one go.

Sort the orders later in a dedicated area. This reduces walking time and dramatically increases pick rate.

WaveOMS Advantage.

WaveOMS revolutionises the picking process for clients. Users pick items by product, not order, significantly reducing walking distance and increasing picking speed. Warehouses using WaveOMS report up to 5x faster picking and up to 70% labour savings.



Pick Time Reduced
by up to 5x



Staff Costs Reduced
by 50% - 70%



Get More Orders Out
Faster

#5

Treating every order as equal, not as a priority.

Why it happens.

Even in modern warehouses, orders are packed in the order they're picked (often FIFO), with no priority logic based on carrier cut-off times or promised delivery windows. This leads to late shipments and missed SLAs.

How to address it.

Introduce a simple triage step that prioritises packing based on delivery urgency.

Use labels or bins to distinguish priority orders.

WaveOMS Advantage.

WaveOMS automatically prioritises orders through its "order and shipping rules". Data (such as SLA's, weight, destination, customer, couriers, sales channels, cutoffs, etc.) drive these automatic decisions to ensure that the right orders go out first.



**Meet SLAs
Every Time**



**Reduce Errors
up to 100%**



**Opportunity to Offer
Premium Services**

#6

Your warehouse can't flex with peaks.

Why it happens.

During peak seasons or promotions, volume surges overwhelm static processes. Temporary workers can't onboard quickly. Space gets repurposed without planning. The result: reduced throughput, mis-ships, longer hours, and burnout.

How to address it.

Pre-plan peak workflows.

Create temporary zones for overflow.

Document flexible layouts in advance.

Use colour-coded bins and signage to make temporary routes intuitive.

Hire temporary staff well in advance so they can be trained sufficiently.

WaveOMS Advantage.

WaveOMS is built to "flex" for peak periods such as Christmas & Black Friday. As WaveOMS uses a "consolidated picking" approach, the busier the warehouse gets, the more efficient fulfilment becomes. If orders increase by 20%, you do not need 20% more staff. Most importantly, new staff can be dropped in with almost no training thanks to scanner guidance. Miss-picks and error rates do not increase during peak periods or when new staff are hired.



**Manage Seasonality
with Zero Errors**



**Train New Staff
in Minutes**



**Peak Performance
Without Process Changes**

#7

You're managing by gut, not by data.

Why it happens.

Many operations managers rely on instinct, team feedback, or historical averages to make decisions. But that approach doesn't scale. You can't improve what you can't measure — and without data, you're flying blind.

How to address it.

Start with basic metrics: orders/hour per picker, error rate per shift, and pack time per order.

Use a shared spreadsheet or dashboard to track trends over time.

WaveOMS Advantage.

WaveOMS gives you real-time visibility into everything: picker efficiency, stock accuracy, bottlenecks and late orders. Dashboards are intuitive and actionable, enabling continuous improvement at every level.



360 Visibility of the
Warehouse Operation



Live Data results in
Faster Decisions



Respond to Operational
Issues **Faster**



Reduce costs

Reduce your warehouse staff overheads by up to 70%



100% order accuracy

Achieve total accuracy regardless the order complexity



Stock more products

Increase stock capacity by you to 50% with DynamicPutaway



Simple pricing

Avoid complex pricing models, only pay for what you use. Your success is our success



Easy to use, for everyone

Train new users in minutes thanks to clear directions and straightforward technology



No business disruption

Don't tie up valuable resources with demanding change projects or complex cutovers



Dashboard & reporting

Open new levels of insight for your business and inform strategic decision making



Full transparency

Introduce accountability and encourage employee engagement

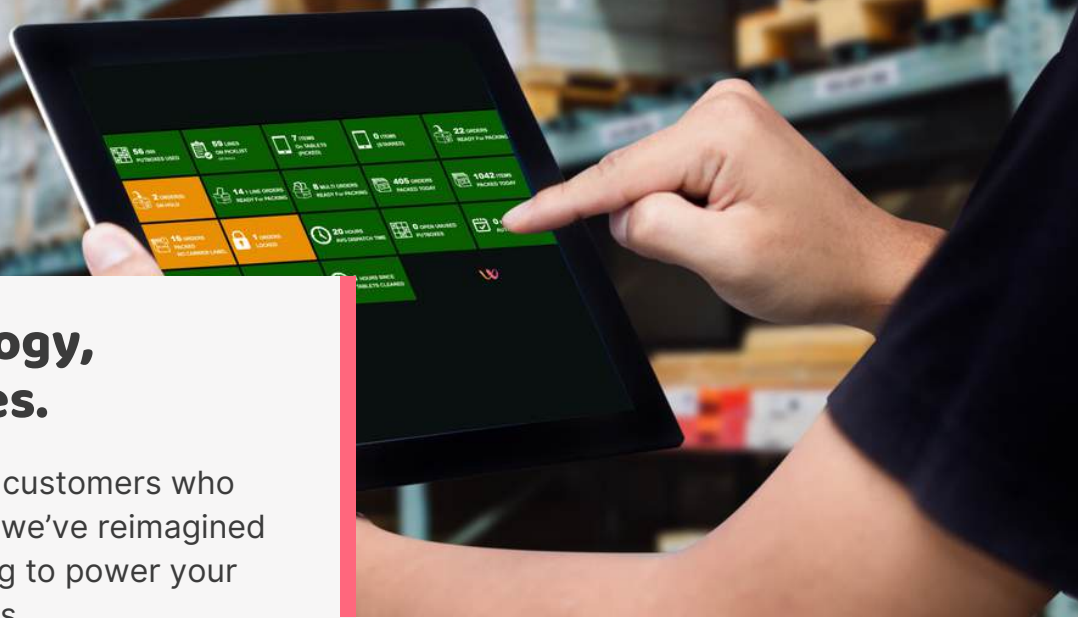


Wave has revolutionised our online business. We are now processing double the order volume with the same amount of staff and there is 100% accuracy on orders places.

Paul Heavin, Director

Heavins | **euronics** | **Topline**





Trusted technology, proven processes.

Developed exclusively for customers who process a lot of products, we've reimagined the technology that's going to power your savings and future success.

With no hidden surprises, our SaaS based model allows you to scale at ease while allowing you to control costs.

WaveOMS comes packed with features to get you up, running, and revolutionising how you view and operate your order management business, including;

- Unlimited users & products
- Security lockdown via IP address
- Automated decision making
- Custom fields
- Comprehensive REST API for effortless integration with SAP Business 1, Oracle NetSuite, Microsoft Business Central, Intact IQ, etc.

Implemented on site by people who care

When you choose WaveOMS, you're choosing a partner with 20+ years of operating living, breathing warehouses. We work to integrate your new solution with minimal disruption to business as usual.

Plug & Play

Quickly add Wave OMS to your existing stack. We play nicely with all major platforms, such as;





Discover how WaveOMS can transform your warehouse, forever.

[BOOK A DEMO](#)



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