

100% Improvement in Productivity with Forklift Simulator at an International 3PL

THE CHALLENGE

In Northern Mexico, finding highly skilled, well-trained forklift operators isn't easy. The region is a major hub for manufacturers, thanks to its close proximity to the United States, meaning high levels of job creation and low levels of unemployment. There simply aren't enough operators to meet the demand.

"This means that if we offer positions and vacancies, we will not find the people trained to fill them," says Hugo Horte, Operations, Manufacturing & Logistics Manager. "So when we hire a person, we know that they are not going to come in with these skills already developed.

"The strategy we chose years ago is to train our own employees, and even so, we run the risk that we'll train an employee only to have them leave for another company. That is happening throughout the market. Given that, we have to be more efficient, faster, and safer in the training of forklift operators."

ABOUT RYDER

Ryder is a leading provider of storage and logistics solutions in Mexico/US/Canada, operating across various industries including food, metalworking, and automotive. Designed to meet any challenge in a customer's supply chain, they optimize logistics and transport networks with flexible, sustainable and efficient warehousing & distribution, transportation administration and dedicated transport.

THE SOLUTION

Hugo highlights the company's focus on adopting new technologies to improve customer operations and provide employees with effective training. This ensures they consistently deliver the operational excellence clients expect. "We aim to stay at the forefront in security systems, productivity, technology, communication, and monitoring," he says.

This drive for innovation led them to Forklift-Simulator, which was simple to implement. Hugo credits Carlos, Forklift Simulator's Sales Representative in Mexico, for guiding them through the process. He provided videos showcasing

ideal forklift training setups, including good screens and audiovisual spaces.

After a two-hour configuration and consulting call with the U.S. team, the system was fully operational. Hugo emphasizes how user-friendly the platform is. "The platform is very intuitive, very easy to use," he notes, highlighting its smooth integration and value in improving training programs.

"I have twice as many people practicing at the same time. Therefore I can prepare people for our operations twice as fast."

- Hugo Horte - Operations, Manufacturing & Logistics Manager - Ryder -

HUGO'S TESTIMONIAL

"It used to take us eight weeks to train a person, from the time they first came into contact with the area, until they began to work. Today it takes four weeks."

"So it's a lot faster, and that also translates into cost savings. If you're training ten or twelve people, and you finish training them faster, it means that you have more people active sooner. So it is a [more quickly trained] labor force, and in our operations, labor represents a large percentage of our costs."



At a customer's training center

THE RESULTS

Forklift Simulator has significantly improved training efficiency and productivity. At the Salinas Victoria location, using two simulators has halved training time from eight weeks to four, allowing operators to be ready for work faster and reducing costs. This quicker training process helps deploy a skilled workforce sooner, which is critical as labor represents a large portion of operational expenses.

The company has maintained a 99.95% inventory accuracy rate, and employees find the simulator's gamified approach engaging and stress-free. By practicing without the risk of mistakes, operators build confidence, leading to a 30% reduction in material damage incidents, further boosting efficiency.

CONCLUSIONS

Forklift Simulator has proven to be a game-changer, offering **faster training, improved safety, and reduced costs**. Its stress-free learning environment helps trainees, especially those lacking confidence, to build essential skills more effectively. This smooth transition to real-world operations has contributed to maintaining the company's strong safety record, with no accidents in the past ten years, while also **reducing material damage by 30%**.

In addition to operational improvements, the simulator has supported workforce diversity, with **women now making up 40% of forklift operators**. The system's approachable, risk-free training method has encouraged broader recruitment and skill development, strengthening both the company's performance and its employee base.



Upskill People

Find motivated people and develop their skills



Efficient Training

The confidence built in VR helps to quickly transition to the forklift



Reduced Costs

Increased safety culture and reduced training time results in reducing costs