



GMB YOUR VOICE IN ASDA

July 2025

Picker Performance

Dear members,

If you work as a home shopping picker for ASDA one of the policies you are managed on is called ASDA Home Shoppers 'Online Grocery Picking Coaching'. This policy specifically states there should be no '**formal review of individual pick rates**'.

However, ASDA have now made it clear they want to move to a process of performance managing home shoppers using, amongst other things, an individual pick rate.

GMB is wholeheartedly opposed to this shift in approach from ASDA.



ASDA have always claimed that pick rates are used as a tool for planning and budgeting, not for performance management with pick rates applied to individual colleagues.

GMB has responded to the consultation with ASDA.

The key concerns we have are: -

1. The potential for this new policy to discriminate against colleagues i.e. those with disabilities or older colleagues.
2. Moving to an individual pick rate performance management means colleagues wellbeing and stress levels will be negatively impacted. If the store is already hitting its target, there should be no need to manage individual colleagues.
3. The new policy asks that 20% of home shoppers are 'coached' at all times. This is an unnecessary target that will lead to managers bullying colleagues and potentially discriminating against those least able to hit certain targets due to underlying medical or age-related factors.

We hope ASDA will listen to our concerns and pull back from some of the most damaging elements of their proposed new policy

If you are impacted by this issue and would like support or advice, or you are seeking assistance on other matters, please contact our office directly at 01603 626492, or visit our GMB Members' Support Centre at www.gmb-asda.com/support

GMB ASDA London Region

For assistance visit the GMB Members Support Centre
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