



## How PrīmX North America Brought Clarity to its Partners Through Communication



### About PrīmX:

PrīmX industrial floors are well recognized and proven globally — and taking off in North America. These floors have ushered in a seismic shift in concrete, making traditional concrete a less desirable choice for commercial and industrial facilities. Important scientific breakthroughs have changed the engineering of concrete and enabled the development of this patented composite material that transforms how industrial floors perform.



### About Retail Zipline

Today, only 29% of direction sent from HQ to stores is executed correctly. Built by retail, for retail, Zipline is the operations platform for brick-and-mortar retailers and the only solution on the market that combines store communications and task management to drive flawless store execution.

To learn more, please visit [www.retailzipline.com](http://www.retailzipline.com)

If you have ever walked into a building and seen a beautiful, smooth, flat jointless concrete floor, you are likely looking at a PrīmX floor. PrīmX is at the forefront of concrete innovation and has created a patented composite concrete that transforms how industrial floors perform. The company licenses its technology to partners across North America and, in order to ensure the highest quality installation, provides guidelines around how the product should be placed.



The company had been using Sharepoint to communicate with licensees but the folder system was confusing and not user-friendly. Jeanne Spoden, Managing Director at PrimX, asked her marketing firm if they could build a licensee portal into the website that would allow them to easily communicate and share product and process information with the licensees. They briefly discussed how the portal should function and what building it from scratch would entail. However, due to the complexity and cost, Jeanne's contact at the firm suggested that she reach out to Retail Zipline.



Jeanne remembers that first meeting with Retail Zipline well. What stands out to her the most is how Zipline didn't try to sell her on the solution. Since the PrīmX use case was slightly different than how Zipline's current customers use the solution to communicate with retail stores, the Zipline team really focused on discovery to ensure that the solution would meet their needs. Jeanne recalls, "I really appreciated the thoughtful consideration that went into those early meetings. It was clear that the Zipline wasn't just trying to make a sale. Rather, they were trying to assess whether they could help us meet our business objectives."

Ultimately realizing that Zipline's feature-set was a great fit for PrīmX's needs, PrīmX moved forward with Zipline. The Resource Library replaced Sharepoint as the single source of information for licensees and Tasks helped PrīmX monitor all the steps in the sales and installation process to ensure compliance as a licensee.

The Zipline end users appreciate the enhanced search capabilities within Zipline and spend far less time searching for critical information. They also appreciate the clarity that Zipline brings to the PrīmX process. At Headquarters, Jeanne values the order that Zipline brings to tasks and how easy it is to publish regular updates, using drag-and-drop functionality.

While PrimX North America isn't a traditional brick-and-mortar retailer, the company found that Zipline's philosophy around communication transcends industry. Jeanne is quick to compliment the account management team for helping her understand the most effective way to structure her communications and tasks for the best results. The white-glove service, in addition to an easy-to-use and effective solution for task management, is why she's proud to be a Zipline advocate.