



Every frontline deserves a Zipline.

All brands aspire to be memorable and loved by their customers and community. But getting brand right is part strategy, part hard work and part magic. It's developing the right culture, bringing together the right team members and putting the right technology and processes in place to ensure that every employee understands the company's North star and their role in making it happen. For one of our customers, a big part of creating brand magic fell to the communications team.

Over the last two years, the Comms team worked tirelessly to build trust and respect within the larger organization. With 2600 stores, the director of store communications knew that her team needed to do more than just take information in and push it out to stores. Her vision for the team was a strategic group that took pride in aesthetics, used data and feedback to ensure better store engagement and execution, and helped the company reach its goals.

But, the reality was that the company was struggling with communication, especially when it came to reaching the Upper Field. District Managers didn't feel informed and HQ didn't have a good way to reach them since their current platform didn't offer mobile access for field leadership. In addition, they had to access five different systems, each with a different UI, to get the information they needed to perform their jobs.



These professionals were tasked with running a very complex business, often including multiple pilots at one time, but they often had no idea what was happening in their stores. They were frustrated and vocal in their desire to replace their existing platform with something that was more effective and easier to use. After a thorough review process, the company selected Zipline.

Zipline proved to not only be the answer to Upper Field's problems, but it also served the company in ways the team couldn't have imagined when they selected the platform. Just as the company was planning to pilot Zipline, Covid-19 hit the USA. Luckily, Zipline was able to accelerate the launch to enable HQ to communicate with field employees who were, all of a sudden, working from home. Without Zipline, communication would have been cut off with these employees.



With an easy way to communicate with the field, the company avoided furloughing employees by capitalizing on the time that employees were home. The company launched an internal campaign, which aimed to provide extensive training for employees. Training content included webinars, polls and Mix, a Zipline-powered resource hub.

As a result, when stores opened back up, retail associates were ready to not only sell product, but also to protect employees and customers from the spread of Covid-19. Proof of the training program's effectiveness can be seen in results from NAPCO's recent study on Covid-19 compliance. The company placed 4th overall against 100 omni-channel retailers, with first place in the signage category. In other words, the company proved that its stores could execute on instructions sent from HQ.



With Covid-19 came new health and safety policies and procedures which fell to the comms team for execution and accountability. All of a sudden, store leaders needed to know what was happening in their stores because failing to comply with guidelines could have serious health ramifications. Luckily, Zipline was able to serve as the company's operational backbone, ensuring that HQ could get the information out to the field to execute effectively. With Zipline, field leaders could not only drive business metrics, but also abide by state health and hygiene regulations.

But Zipline was important for more than just sharing health and safety communications. The company recognized early in the pandemic that communications to employees needed to evolve. People were feeling disheartened amid SIP regulations and stores opening and closing. Since most employees were working fewer hours, communications needed to be quick-hitting and engaging. They also needed to address the softer aspects of the business and what makes the company so special - - the people.

Using Zipline, the director of store communications was able to engage employees and remind them how special their workplace is and why they should be proud to come to work every day. Feedback loops allow field employees to share feedback and have a voice. And most importantly, the platform allows employees to understand the 'why' behind what they're being asked to do so they are continually reminded about the role they play in making the company both a financial success and a loved brand.

