



**As a retailer, you face tough compliance challenges. Your brand. Your in-store campaigns. Your merchandising. And now, the safety of your customers and employees.**

Zipline is a store communications and task management platform that dramatically improves store execution and drives compliance.

## The Results

Better business agility

More engaged employees

Stores that meet all state and federal safety guidelines

### WHY ZIPLINE?

#### Easy to Use

Would your employees rather use Sharepoint or Instagram? We did the impossible and made Zipline fun to use so adoption is best in the industry.

#### Personalized by Role

Cut the clutter and confusion by filtering news and information by role and location so store managers spend less time understanding what they need to do to be compliant.

#### Actionable Reporting

Generate compliance reports to see who read critical messages and marked tasks complete. See which store teams are doing well and which ones are in the red.

#### Focused on Accountability

Zipline gives a line of sight throughout the organization into who is doing what. You can't move the needle until everyone understands the role they play and takes ownership of their tasks.

#### Mobile-First

Your associates and district managers need visibility into tasks and execution in real-time, from any device.

#### Single Source of Truth

Regulations and guidelines change every day. Ensure store teams always know where to go for the latest communications so they're not operating from outdated information.

#### Two-Way Communications

Surveys and a discussion module allows field employees to communicate directly with managers and HQ about what's happening at the store. Results can be viewed in real-time, giving business leaders the data they need to quickly change plans or policies.

#### HQ-Level Visibility

At a glance, get a summary of what the entire fleet is doing and then drill down into specific bright spots or non-compliant stores. Understand which stores are excelling and which stores are at risk.

