



Zipline

CASE STUDY

How Hy-Vee Used Zipline to Engage Employees and Deliver Personalized Communication to the Field

For several years, Hy-Vee executives had discussed finding a better solution to engage the company's more than 80,000 employees. The grocery retailer had cobbled together myriad tools to communicate with its employees over the years, including video boards, posted signs, snail mail and DVDs, among others. With the prevalence of smartphones and digital transformation happening at their own stores, they knew there was a modern solution out there that would be more efficient and effective. At NRF 2019, Hy-Vee executives met Zipline and came one step closer to finding an easy-to-use employee communications platform. At the same time, Zipline executives, especially CTO Jeremy Baker, came one step closer to partnering with a brand they long admired, regularly frequented and with whom they felt culturally connected.

Why Zipline's Focus Appealed to Hy-Vee

The Hy-Vee team was impressed that Zipline focused exclusively on retail and everyone they spoke with at the company had a deep understanding of the retail industry. With many horizontal communication products on the market, Zipline's expertise stood apart. They were further compelled by the story of Zipline's founding. They felt aligned with Melissa Wong and Jeremy Baker's passion-fueled journey to develop a product to solve communication problems for retail, as it was similar to journeys that they had gone through at Hy-Vee.

The Importance of Partnership

Ironically, the Hy-Vee executives went into NRF with a solutions provider in mind. They recently had a vendor day and came out of those meetings with a preferred vendor, but that all changed when the team attended Zipline's customer event with lululemon in New York City. Jessica Ringena, Hy-Vee's SVP and Chief Digital Officer, explains, "We had seen a lot of product demos and all the products started to feel very similar."

But when we heard lululemon talking about their communication transformation and their relationship with Zipline, we were sold. We knew we had found a company that would deliver on its promises and work with us to meet our goals. Zipline was clearly a partner, not a vendor, and that's important to us given the role that Zipline will play for Hy-Vee as we look to evolve our employee communication channels."

Why Staying Flexible Matters

The Hy-Vee team made the decision to partner with Zipline in March 2020. Days later, non-essential retail businesses began closing and essential businesses were flooded with customers looking to stock up on supplies. Essential workers were on the front line of the pandemic and Hy-Vee realized that Covid-19 was accelerating their (already great) need for a store communications platform.

Jessica recalls, "We needed a really fast launch. Everything was changing so quickly as the pandemic developed, and no part of our business was going to be untouched. Our associates are the heart and soul of our company and we want them to know that we support them and are looking out for them, both during the pandemic and beyond. We asked Zipline to support us by helping us to launch in two weeks. Other vendors would've told us they need more time but Zipline rolled with it and really pushed to meet our deadline."



A fast launch was important because Hy-Vee's CEO, Randy Edeker, wanted to use Zipline to reach out to each and every associate, each week, with video messages. It was a way for him to show appreciation and support for workers that were risking their health to ensure others had food on their tables.

Keeping Communications Personal During Covid-19

In addition to being the channel to consume the CEO videos, Zipline was also the place where Hy-Vee stored new pandemic policies and procedures to comply with ever-changing government regulations. Zipline's Resource Library, is one place to maintain all files that associates might need to find any answer they might need to do their jobs.

When Jessica reflects on what their pandemic store communications would look like without Zipline, she says, "Without Zipline, we would be sending out information but it wouldn't be personal and we wouldn't have been able to reach all

employees with each communication. What's special about Zipline is that it's personal. We can not only target communication by role and by location, but the message comes to employees' personal devices. It's their channel, and they feel it."

Consistency of Action

Today, many news sources would have you believe that grocery associates across the nation are feeling hung out to dry. They were lauded with praise early in the pandemic but the fanfare wore off early and they were left wondering whether they were still appreciated.

Jessica knows that this sentiment isn't felt by Hy-Vee employees. She says, "Thanks to Zipline, I know our associates feel taken care of. We use the platform to help them do their jobs better and alert them when there's an important update, product recall or task. But we also use to let them know how things are going, how we're keeping them safe and how we're providing them with new benefits or special discounts during the pandemic. So it's tactical, but also emotional. It's another way that we show them we care."

Feedback from Hy-Vee associates shows that investing in communication is paying off with happier employees.

One associate says:

" You ask what's to love about Zipline? I ask you, what is not to "LOVE"? My favorite would be the weekly positive, encouraging, heartfelt, concerned messages shared by our awesome leader, Randy Edeker! In my 50 some years of employment, I have never been more proud of the employer (Hy-Vee) that I work for. Now, since our world is dealing with multitudes of challenges, my Hy-Vee has been a positive leader on the front line. As an employee, work is my "happy place" because of each and every genuine smile, kind word, phone call, note and distant hug. It is appreciated. "



About HY-VEE, INC.

Hy-Vee, Inc. is an employee-owned corporation operating more than 275 retail stores across eight Midwestern states with sales of \$10 billion annually. The supermarket chain is synonymous with quality, variety, convenience, healthy lifestyles, culinary expertise and superior customer service. Hy-Vee ranks in the Top 10 Most Trusted Brands and has been named one of America's Top 5 favorite grocery stores. The company's more than 85,000 employees provide "A Helpful Smile in Every Aisle" to customers every day. For additional information, visit hy-vee.com.

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About Zipline

Zipline is the leading provider of execution solutions for brands with field locations. Zipline360, the leading operations platform for field teams, is proven to drive better business agility, sales execution, and employee engagement. Brands that use Zipline experience a 130% increase in sales execution and millions of dollars in labor savings annually. The company has a Net Promoter Score of 78, and CBInsights ranked Zipline as one of the 100 most promising B2B retail tech companies in the world. Zipline is Great Place to Work-Certified for its employee engagement, culture, and healthy work-life balance, and was named to the Inc. 5000 list of fastest growing private companies. Today more than 65 brands like Rite Aid, Sephora, Gap Inc. and AEO Inc. depend on Zipline to align and empower their field teams worldwide.