



The Grocery Distribution Lifeline: Zipline

Zipline brings every facet of your grocery distribution business together in one personalized, prioritized platform.

Bridging the gap between product manufacturers, food producers and retailers is no easy task - especially in the face of labor shortages, supply chain complexity, and shifting health and safety standards. Zipline can help. Zipline is the leading operations platform for distributed teams that is proven to drive better business agility, sales execution, and employee engagement.

Why Zipline?

Best practices and a best-in-class solution - all rolled into one.

Zipline isn't just another fancy app for your fleet - it's an entirely new way to think about getting information to your teams. The platform is designed to enable best-in-class communication and workflow strategies throughout your organization.

Make it complete.

With an open-API and pre-built integrations with the leading systems field teams rely on every day to get their work done, Zipline is a one-stop shop for frontline teams.

Powered by personalization.

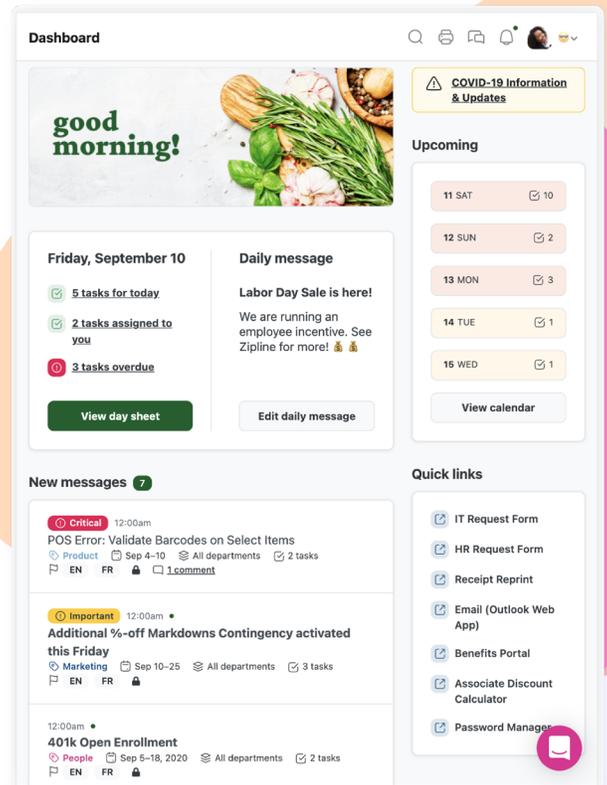
Zipline is the only solution on the market with a true point of view. While other employee experience platforms simply aggregate data from disparate sources, Zipline organizes information and surfaces it based on an individual user's role, location, and current performance, so employees understand their work on a deeper level and save valuable time.

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.

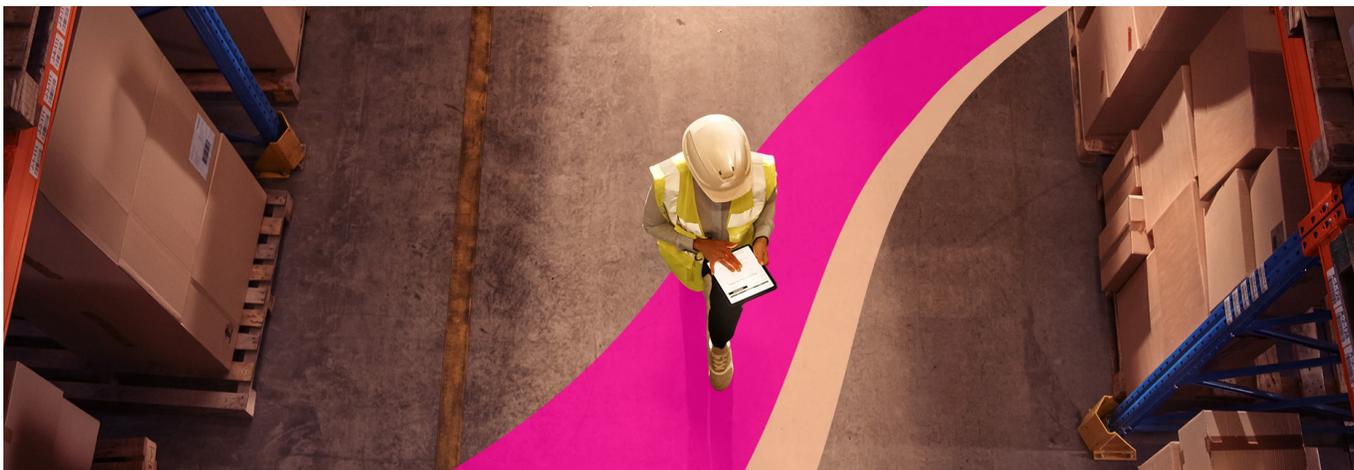
At the intersection of engagement and execution.

Task management solutions are great for optimizing labor, but they're also hard to use and feel punitive. Employee communication apps come packed with engaging bells and whistles, but they don't actually enable better work. By striking the balance between engagement, efficiency, field alignment, and organization, Zipline enables better outcomes. Brands can finally implement their strategies correctly, and at scale.



“Zipline has made us a more agile business. We can react quicker because we can align the company faster.”

- Jessica Ringena, SVP finance and business strategy at Hy-Vee



How we do it:

Task management

Zipline makes it easy for people to delegate, pick up the baton when needed, volunteer for tasks, etc. As a result, the execution data is actually far more accurate than what you'll get with other task management software.

Resource library

Zipline's resource library is search-primary (and that search actually works), so teams don't need to memorize a complicated hierarchy to find what they're looking for, and can pull up information in seconds - speed is critical in the face of health and safety issues. Library contents are targeted by location and role, so there's no risk of employees looking at (and executing) the wrong direction.

Surveys

With Surveys, you can get to a 100% response rate faster than ever before: Managers can see which team members haven't completed a live survey in real time, so they can remind them while it's still in progress. And HQ teams can access results directly, so important information from the field doesn't bottleneck in Corporate Communications.

Groups & Messenger

Give your field teams the ability to easily engage with HQ and their leaders, with a copy of all communications for compliance.

Compliance reports

See who read critical messages and marked tasks complete. See which DC teams are paying attention and which ones need attention.

