



Zipline

CASE STUDY

Warby Parker

The Challenge: Establishing a single source of truth across the field

Warby Parker believes in vision for all, which is why for every pair of glasses or sunglasses they sell, a pair of glasses is distributed to someone in need. But after ten years of lightning fast growth, the Retail Communications team realized that the field's vision could be improved; they knew there were ways to enhance how the field was receiving and digesting information from other teams.

Jessica Almanza, Senior Manager of Retail Communications and Training at Warby Parker, explains the problem, saying, "We were scaling so quickly and adjusting to having so many employees in the field. WE realized that we couldn't expect our retail team members to sift through emails, documents and videos throughout the day to stay up to date." So, the company began its search to find a one-stop-shop platform for all retail-facing information, including day-to-day messaging, a repository for all documentation and a way to manage the store teams' tasks.

A recommendation from a happy customer leads to Zipline

Luckily, the director of digital product was catching up with a former colleague, who spoke highly of Zipline. Within one week, the Retail Operations team was on a call with Melissa Wong, Zipline's Founder and CEO. Almost immediately, the Warby Parker team felt aligned with Zipline's philosophy. Jessica says, "It was clear that Zipline understands what the in-store experience is like for teams. That really came through in our conversations with the Zipline team, as well as in the platform's capabilities. In addition, you could see how Melissa's experience in retail shaped the end-user experience for both the field and HQ publishers."

As the Warby Parker team did its due diligence, they found that the platform checked all the right boxes. Becca May, Associate Manager of Retail Communications says, "Zipline had all of our need-to-haves, including task management, and offered most of our nice-to-haves as well. In fact, everything we thought might be cool was already on our roadmap."

The Solution: One place for everything and everything in one place

With Zipline, Warby Parker is now able to keep everything in one place and easily track tasks and readership at the store level. Prior to moving to Zipline, the Retail Communications team was posting information on a Google site and hoping store teams would read the information in time to execute. Or, they would send one-off emails to various fleet distribution lists but never know what was being read. Jessica says, “With Zipline, we finally feel like we have total control of our comms program. We know what has been seen and what has been completed. It’s night and day from where we were before.”

Zipline reporting helps the team see what’s working and where there’s room for improvement. Becca says, “We use Zipline reporting to drive on-time execution. It’s a quick and effective way to know that tasks are being done. We also use it for operational discussions with our District Leaders to show bright spots and where opportunities for improvement lie. Finally, readership reporting helps us understand what days/times are most effective in getting 100% readership on messages. In fact, this report helped us move from a daily to a twice-a-week communication cadence and build better buy-in with our business partners.”

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Today, with Zipline as a single source of truth for messaging and documentation across the field, Warby Parker is ready to execute, which means more happy customers in stores and more glasses for those in need.

WARBY PARKER

About Warby Parker:

Warby Parker was founded with a mission: to inspire and impact the world with vision, purpose, and style. We accomplish this by reimagining everything that a company and industry can be. We’ve proven that a business can scale, be profitable, and do good in the world - without charging a premium for it.

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.