



The C-Store Lifeline. Zipline.

Zipline is the operations platform that powers the convenience industry's most complex work.

Health and safety mandates. New technology. Third-party delivery providers. Higher customer expectations. Zipline understands the unique pressures c-stores are facing today. By ensuring that everyone in the field has the information, context and tools needed to be successful in their particular roles, Zipline enables agility at Speedway and cost savings at Quik Trip.

Our cloud-based, SaaS solution helps engage and empower employees in the field.

The ultimate one-stop-shop for hourly field teams

Zipline brings clarity and meaning to a store employee's daily work, no matter how many complex systems they're accessing. By enabling powerful third-party integrations on top of our industry-leading Operations platform, employees gain access to information in the context of their individual role, location, and current performance.

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

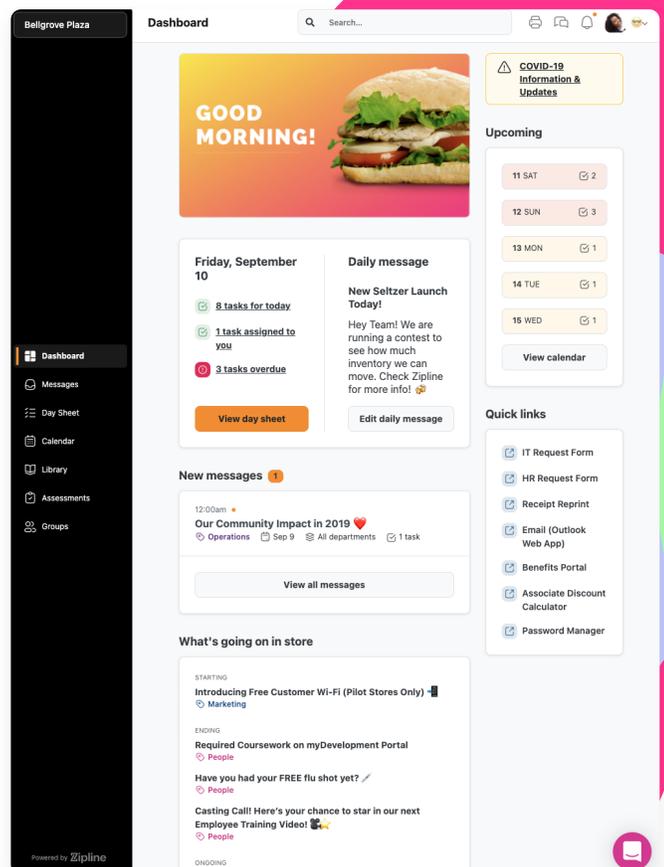
With Surveys, you can get to a 100% response rate faster than ever before: DMs can see which of their stores hasn't completed a live survey in real time, so they can remind them while it's still in progress. And HQ teams can access results directly, so important information from the field doesn't bottleneck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

Groups & Messenger

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

Compliance reports

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



Zipline helps all types of brands align their entire fleet, top to bottom. When everybody's on the same page, business runs like a well oiled machine.

Store Leaders

With so many messages coming from different HQ teams - and so many different places to look - it's difficult to understand and prioritize what needs to get done. With Zipline's intuitive dashboard, store leaders can understand exactly what's on their team's plate for the busy day ahead. They see a personalized, streamlined view of outstanding tasks, top priority messages from HQ, and events happening today, all at a glance.

Frontline Associates

No access to the back office? No problem. Part-time associates and frontline workers can review messages from Store Managers or HQ (and even watch videos) right from the sales floor using their mobile device or store tablets. They can take surveys to test their knowledge or share real-time feedback with District Managers to let them know what they're seeing on the floor. When they're not with customers, they can knock off tasks on the day sheet.

District Managers

Whether they're on the road, in a store, or working from the office, District Managers always have access to real-time mobile-friendly reporting that shows exactly how their stores are tracking on recent tasks. When it's time to give feedback, sending a message to their stores in Zipline is as easy and intuitive as sending a text or email.

Publishers

Balancing message requests from multiple departments, building lengthy emails, and copy-pasting information into clunky systems is a thankless job (and it's getting crazier). With Zipline, content creators spend less time fighting formatting and wrangling distribution lists and more time producing meaningful work. Thanks to Zipline's auto-magical publishing interface, what used to take multiple hours now takes as little as one click.

“We chose Zipline because they are the clear leaders in this space, and they understand the challenges we face. The Zipline platform enhances how we empower our store associates and our leadership with accurate, real-time information. This allows our store associates to keep their focus on delivering consistent, quality experiences to our millions of customers.”

Tim Griffith, President
Speedway



Human Resources

Give your field teams a tool that empowers them to do their most efficient (and satisfying) work, safely. With Zipline, HR professionals can ensure that all employees, regardless of location or role, are given the information they need to be in compliance with critical policies and feel more connected to the brand.

C-Suite

In retail, innovation can't just exist inside the minds of the folks in the C-suite. Big, revenue-driving ideas only matter if they're correctly executed in the stores - and in today's world only 29% of direction sent from HQ to stores is executed correctly. Zipline closes that gap - bringing execution to above 90% - so you executives feel confident that every employee, down to the part-time associate, understands how to bring the company vision to life.