



Your grocery frontline deserves Zipline

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

Zipline understands the unique pressures grocers are facing today and ensures that everyone in the field has the information, context and tools needed to be successful in their particular roles. By aligning the fleet, Zipline enables agility at Hy-Vee and best-in-class customer experiences at The Fresh Market.

Our secure, cloud-based solution helps engage and empower employees in every market, at every location. With Zipline, you can connect your field teams to your brand vision like never before.

Features

The ultimate one-stop-shop for frontline teams

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, and volunteer for tasks, within or across departments.

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.

Surveys

Get to a 100% response rate faster than ever before: Leaders can see which of their teams hasn't completed a live survey in real time, so they can remind them while it's still in progress.

Groups & Messenger

Instantly reach any employee – all the way down to hourly, frontline associates – through one-to-one messaging.

Compliance reports

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

The screenshot shows a user dashboard with the following elements:

- Dashboard Header:** Includes search, share, and notification icons.
- Greeting Card:** "good morning!" with an image of fresh produce.
- COVID-19 Information & Updates:** A warning icon and a link to updates.
- Upcoming:** A calendar view showing tasks for the week: 11 SAT (10 tasks), 12 SUN (2 tasks), 13 MON (3 tasks), 14 TUE (1 task), 15 WED (1 task). Includes a "View calendar" button.
- Friday, September 10 Summary:**
 - 5 tasks for today
 - 2 tasks assigned to you
 - 3 tasks overdue
 - Buttons: "View day sheet" and "Edit daily message"
- Daily message:** "Labor Day Sale is here! We are running an employee incentive. See Zipline for more! 🎉 🍷"
- New messages (7):**
 - Critical:** 12:00am, "POS Error: Validate Barcodes on Select Items" (Product, Sep 4-10, All departments, 2 tasks, 1 comment)
 - Important:** 12:00am, "Additional %-off Markdowns Contingency activated this Friday" (Marketing, Sep 10-25, All departments, 3 tasks)
 - 401k Open Enrollment:** 12:00am, "401k Open Enrollment" (People, Sep 5-18, 2020, All departments, 2 tasks)
- Quick links:**
 - IT Request Form
 - HR Request Form
 - Receipt Reprint
 - Email (Outlook Web App)
 - Benefits Portal
 - Associate Discount Calculator
 - Password Manager

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.

“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



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 grocery, 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 your executives feel confident that every employee, down to the part-time associate, understands how to bring the company vision to life.