



Zipline

CASE STUDY

How A Leading Grocery Chain Tripled Store Execution With Zipline

Recently, USA Today recognized this brand as one of the “Best Supermarket in America”. Based in North Carolina, it’s a destination for those looking to discover the best products, including convenient, restaurant-quality meals, hand-picked produce, premium baked goods, fresh-cut flowers, custom-cut meats and carefully curated offerings for holidays and special occasions.

But, to stay on top, the management team of this 170-location brand knows that food selection is only half the battle. They need to provide an intimate and personalized shopping experience, enhanced with team members that provide exceptional hospitality. This boils down to engaging store teams and ensuring they’re aligned with the brand.

At the end of 2020, the management team took a closer look at their technology and processes and realized they were ill-equipped to engage their 11,000 field employees. Email was simply not cutting it. So, they began searching for a modern solution to streamline communications between Store Support and the Field and standardize the way communications, projects and tasks are rolled out to store teams. The goal was to find a one-stop-shop for store teams that provided everything they needed to get their jobs done.

The Selection Process

The selection team was headed down the path with another vendor when they learned about Zipline. The Group Vice President of Operations, recalls, “We were days away from signing with another vendor when we met the Zipline team. It was their confidence in their solution meeting our needs that continued to grab our attention and make us take a closer look.”

Before moving ahead, they needed to know that Zipline had experience with grocery stores and was willing to learn and grow with them. Zipline was already working with Hy-Vee, which provided some assurance that Zipline understood that grocery stores are organized by department. The Support Senior Manager on the Operations team explains, “We had used another product in the past but had to sunset it because it just couldn’t meet our needs. But Zipline’s flexible hierarchy won over the team. It’s clear that Zipline is built to support the needs of very complex organizations.”

In speaking with Hy-Vee and other customers, the team heard about what it’s like to work with Zipline and felt confident that they would be responsive to their needs and interested in a true partnership to continually improve the offering for all grocery stores. The Senior Support Manager says, “I love the collaborative approach that Zipline takes to product development. Of course they have a strong vision for the product but they involve customers in validating hypotheses, sharing best practices and contributing ideas.”

The Rollout:

The business team at the grocer recognized the need for organizational buy-in before introducing the new technology. They knew that getting this buy-in would be critical for adoption. The Zipline team jumped in to carry the load. Rather than follow a launch formula, Zipline's consultative approach to launch ensures that each customer's needs and goals are taken into account. As a result, Zipline spent the time necessary to meet with business partners and conduct field training for field leaders, store leaders and associates.

The grocer also wanted a conservative rollout to ensure any kinks could be worked out before launching to the whole fleet. The Senior Support Manager, who came from stores, knows first-hand that you can't throw too much at the fleet. So, working hand in hand with the business team and the field leaders, Zipline rolled out the pilot in three phases. At the end of April, they launched a single store. A month later, they launched 30 more stores. And one month later, Zipline was rolled out to the full fleet. Of the launch, he says:

“This has been the smoothest rollout I've ever experienced in my career. We had big expectations and Zipline really delivered.”



A Success From Day One

Just months into the full rollout, Zipline is a success.

The grocer has:

- Streamlined all communication and task force management efforts through one source for Field Leaders
- Created one centralized dashboard to allow Store Support and Field Leaders enhanced visibility into monitoring completion of important tasks
- Transitioned away from desktop or paper communications to a completely mobile environment, allowing Store Teams more time on the sales floor to deliver impeccable guest experiences
- Increased Team Member engagement around company initiatives, announcements, and events

These accomplishments are only possible because the field loves using Zipline and, as a result, has achieved 90% adoption of the platform. As a result, they have more than tripled store execution to more than 90%. Of their success, an executive at the brand says, “You listened to the needs of our business and continue to provide solutions to our problems.”