

# Zipline

**Zipline: The only operations platform purpose-built to drive field team success.**



## **Don't Let Complexity Kill Adoption**

Cumbersome and confusing interfaces don't advocate ease of use. The last thing you need is to spend time and resources on implementation and testing only to discover the task and communications tool you've put in place isn't being used throughout the organization. It's both frustrating and surprising that employees aren't taking advantage of this integral component of your IT stack. Why? It's too complicated. Complexity is the adoption killer.

***"When you have a system that's brutal to use, that's a problem. People don't use it. They don't read the communication. Not only is it ineffective, but it's also detrimental to your ability to get things done. It creates noise and the technology that you've purchased to try and reduce noise ends up making more, which is exactly the opposite effect that you want."*** -Jeremy Baker, CTO and Co-founder at Zipline.



Whether it's email or Sharepoint, Reflexis or Workjam the interfaces are too cumbersome for ease of use. That's when you need a platform with a UI that is optimized for mobile and built to "meet employees where they are" - whether they work at HQ, are on the road as a Field Leader, or manage a single location/store. When the technology platform targets communications and tasks based upon an individual user's role, location, and current performance, most retailers see adoption rates shoot to 90%+ across the board. And that means more time is spent on what's most important - the customer.

# A One-Stop-Shop for Your Field Teams

Everything your employees need, all in one place.

Good-bye, app overload. Zipline gives your field teams one destination to do their jobs. By bringing communications and operations functions into a single, dynamic dashboard, employees save time and enterprises save money.



## Secure

Zipline has been built with security as a top priority from day one. We hold ourselves accountable to the highest standards so you don't have to worry.

## 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.

## Mobile-first

Your associates and managers gain visibility into tasks and execution in real-time, from any device.

## Best-in-class support

Zipline's industry leading experts are ready to guide and support you at every step along the way.

## Actionable reporting

Generate compliance reports to see who read critical messages and marked tasks complete and which store teams are in the red.

## HQ-level visibility

Get a summary, at a glance, of what the entire fleet is doing. Drill down into specific bright spots or non-compliant stores.

## Messages & Tasks

Teams see messages, tasks, and attachments – only the ones relevant to them – in one place. No extra logins. They can focus on delivering the right customer experience without having to search a dozen places for information.

## Resource Library

An out-of-the-box comprehensive document management solution that best-in-class brands trust to house their live-long policies, videos, training modules, and more - with search that actually works.

## Surveys

An info-gathering tool that can flex with the most complex org charts, helping brands and retailers get to a 100% response rate faster than ever before.

## Assessments

Effortless store audits that help track behavior over time, so field leaders can stop checking boxes and start coaching.

## Two-way communications

Allows field employees to communicate directly with managers and HQ about what's happening at their particular location.

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