

Zipline

How Best-in-Class Retailers Enable the Field

We love retail.

As a team of ex-retailers, we are passionate about the people that work tirelessly to support local communities with exceptional store experiences.

We saw a critical need in the market for a tool like Zipline.

HQs expectation of what is happening in stores almost never reflects reality.

Change Management Lead, **Gap Inc.**
Retail Communications Manager, **Lululemon**
Retail Communications & Operations Manager, **Lush Cosmetics**

VP Merchandising, **Ascena Retail Group**
Sr. Communications Manager, **La Senza**
Retail Operations Strategy Manager, **Nike**
RVP, **Apple Retail**

Manager, Retail Communications, **Michael Kors**
Instructional Designer, **Express**
Visual Merchandising Manager, **Anthropologie**
Sr. Retail Operations Manager, **Deckers Brands**
Director, Retail Operations, **Sephora**
Director, Store Operations, **L Brands**
International Operations, **Forever21**
Sr. Manager Communications, **Old Navy**



We know why... and it's not the stores' fault.

Stores are overwhelmed with communication from HQ. Field teams are trying to absorb it all and respond - all while serving customers. They don't know what's important and what's just noise. So they end up doing what they can - which is typically about 29%.



If execution is only 29%, there's a lot of work that needs to go into making change happen. Think about the phone calls, emails, travel, just to make sure *that that one thing* gets done.

That's why we built Zipline -- The Field Enablement Platform we wished we had when we worked in stores.

Zipline quiets the noise and prioritizes the work for field teams. It puts everything in one place and gives employees the context they need to get their jobs done. Looking for total company alignment? You get that with Zipline.



It's how Sephora trains and empowers its beauty advisors and captures feedback.



It's how Hy-Vee's CEO communicated his appreciation to front-line associates during the pandemic.



It's how digital transformation is happening at Rite Aid.



It's how Allbirds aligns its fleet around its mission of sustainability.

The screenshot shows the Zipline mobile application. At the top, there's a navigation bar with icons for search, filters, and a new task button. Below that is a header for "Day sheet" with a date range from June 23 to Today. A pink arrow points from the "Average Mean" bar in the chart above to the "Today's tasks" section here. The "Today's tasks" section lists two assigned tasks: "2 tasks assigned to you" and "11 tasks overdue". One task is marked as critical and overdue. Below this is a "Daily message" from HQ: "HQ is visiting today - keep that smile on and keep up the great work everyone!". There are also mentions of "Remember tomorrow is the Men's sale so it'll be crazy! Also, keep that smile on and keep up the great work everyone!" and "8 photos" of people. At the bottom, there's a section for "What's happening in store".

What does Zipline enable?

Agility

Zipline gives you the agility you need to have more control over your business. It allows you to pivot quickly, roll out strategic initiatives and ensure your whole company is aligned.

Less Employee Churn

With Zipline, store teams, including front-line associates, know what's expected of them and what good looks like, allowing them to be more successful in their jobs. As a result, they're happier, provide better customer experiences and stay in their jobs longer.

Better Store Execution

With Zipline, execution is 90+%, ensuring that what you need your stores to do gets done.

Powerful Feedback Loops

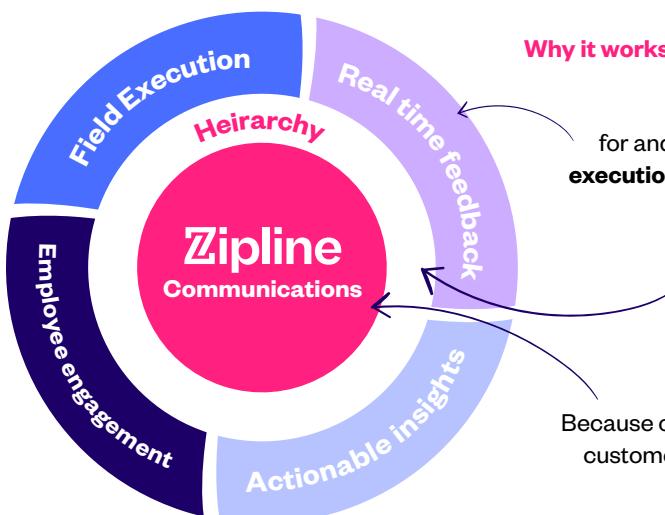
A feedback loop in Zipline enables those closest to customers to share what's working, and where there's room for improvement.

Better Business Results

When your stores execute to brand standards, basket size increases, driving better business results across the brand.

"The efficiencies we experience with communicating and following through with promotions mean that our store teams are spending more time with customers. So, for example, if a customer has the intent of buying just a bottle of vodka, an associate can be right there to recommend that the customer buys the remaining ingredients to make a Moscow Mule. That builds basket size and drives sales."

- Jessica Siwy, BevMo



Why it works: Zipline brings together four powerful solutions into one platform.

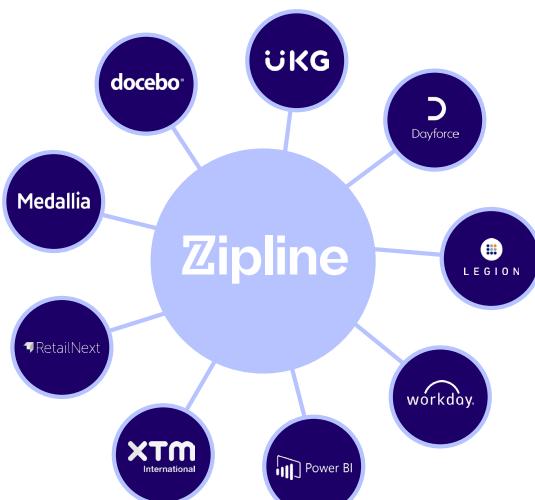
With Zipline, every employee will understand what your brand stands for and what their role is in ensuring its success. Our platform solves for **store execution** - getting things done, **employee engagement** - keeping your teams aligned and **actionable feedback loops** - so you know what's working.

What makes Zipline different is that we understand the complexities of retail and have **mastered the hierarchies** that make up these organizations. This is how we ensure that the right information is sent to the right person, every time.

Because our **leading comms philosophy** is at the heart of everything we do, our customers see over 90% adoption, which translates to better business results.

And, Zipline is a true one-stop-shop for store teams.

With an open-API and pre-built integrations with the leading systems field teams rely on every day to get their work done - like Dayforce, Adobe, Docebo, Medallia, and more - Zipline is a one-stop shop for frontline teams. Integrating multiple systems into a single platform doesn't just save employee time, it also synthesizes data from multiple tools into holistic, actionable insights that helps drive the business forward.



The Zipline Platform at a Glance

Messages

1 Critical 12:00am
POS Error: Validate Barcodes on Select Items
↳ Product Sep 4-10 All departments
2 tasks ↳ EN FR ↳ 1 comment

1 Important 12:00am
Additional % off Markdowns Contingency activated this Friday
↳ Marketing Sep 10-25 All departments
3 tasks ↳ EN FR ↳

12:00am
401k Open Enrollment
↳ People Sep 5-18, 2020 All departments
2 tasks ↳ EN FR ↳

12:00am
Casting Call! Here's your chance to star in our next Employee Training Video! 🎉
↳ People Sep 4-11 All departments
2 tasks ↳ EN ES-MX FR ↳ 1 attachment
2 comments

1 Updated 12:00am
Adjusted Clearance Visual Direction Survey
↳ Visual All departments 4 tasks

Messages & Tasks

Our flagship task management solution, planning calendar, and internal communications portal in one.

Library

Bellgrove Plaza

Search the library... Search

Featured

Building Resilience and Agility

Seasonal Hiring Guidelines

Resource Library

An out-of-the-box comprehensive document management solution for policies, videos, training modules, and more (with search that actually works).

9:41

apple.com

Canopy's POT of gold St-Patrick activity 🍀

New Response

You are responding for yourself. You have until March 18 to respond.

Test reporting

Scavenger Hunt

1. Download the Zipline App and post a picture of the dashboard to help see your profile*

Drag and drop or click here to

Assessments

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

West Coast Branch... 9:41

← March madness campaign

Send a message...

Marlon O'Connell HQ - 5:30pm

Perhaps the most iconic part of March Madness is the tournament bracket. It's what millions of people fill out each year in hopes of winning their family, friend, or office pools. So why not embrace the bracket and work it into a marketing campaign for your store?

Comment Liked 1

Marlon O'Connell HQ - 4:34pm

Heres an example of what the banners can look like. Still WIP.

Groups

A trusted place for dialogue, discussion, and debate (all tracked and moderated, of course).

Assessments

PERSONAL HEALTH & HYGIENE

1. Have you washed your hands or used alcohol-based hand sanitizer on entry? Yes No

Comment

2. Have you had any symptoms such as fever, sore throat, cough, headache, running nose, loss of taste or smell in the past 48 hours? Yes No

Comment

3. Have you been within 6 feet of a person with a lab-confirmed case of COVID-19 for at least 5 minutes, or had direct contact with their mucus or saliva, in the past 14 days? Yes No

Comment

4. Has anyone in your home traveled recently? Yes No

Surveys

An info-gathering tool that can flex with the most complex org chart.

248 - Bellgrove Plaza

Today

good morning!

Monday, March 21

1 task for today

Catch up

Tasks remaining 1

Casting Call! Here's your chance to star in our next Employee Training Video! 🎉 1 task

Due Monday March 21

Associate Experience

A focused and actionable view of Zipline built specifically for part-time, frontline retail employees.



PLUS: Every implementation includes a named account manager, access to a community of the best and brightest in the industry, in-app support via a lightning fast chat module... and much more.

Need more proof that Zipline is the most-loved solution in the industry?

- 4.8 Satisfaction score
- 4.8 Ease of implementation score
- 97.9 Support happiness
- 71 Customer NPS

Our Customers' Results Speak for Themselves. Here are just some of the ways they have measured the impact of Zipline.

Above 90% next-day store execution

Overall better store experience

20% increase in comp sales

Less than 10% field employee churn

Over \$20M in payroll savings

Increase in CES scores

92% team adoption

NAPCO secret-shopper research validates that Zipline customers achieve better store execution results than their peers across four key categories

