



CASE STUDY

Visionworks Empowers Employees with Zipline

Since 1988, Visionworks has been a leading provider of eye care services in the U.S., sitting at the intersection of healthcare and retail. Firmly devoted to healthy eyes and passionate about flawless vision, they ensure every person who visits their stores and affiliated doctors has an incredible experience in an unexpectedly simple way.

In recent years, as competition increased and customer behavior changed, Visionworks needed a better way to increase store execution and engage associates across their 750 stores. With their company goal in mind - making it simple for customers to see great - Visionworks realized that a quality customer experience starts with better communication to field teams.

Today, Visionworks can put everything - from product line updates to new HR policies and procedures - in the palm of their frontline employees' hands using Zipline.

Company-wide crystal clear vision

Before Zipline, Visionworks relied on weekly mail-outs to over 700 locations across the country and physical binders to keep updated policies, procedures and standards. Besides print, their main sources of communication were, email, an internal social network and conference calls—no intranet in place between frontline workers and their HQ partners.

In order to inform employees of new initiatives, key messages from headquarters (HQ) cascaded down through field leaders via email (followed by a big game of telephone.) These methods caused field staff to spend **at least 25% of their time** on the clock managing communications and tracking execution was even more of a challenge.

Today, Zipline provides Visionworks with a one-stop shop where everything is at their retail employees' fingertips. Field leaders have the ability to assign tasks easily, know when associates complete those tasks, and understand HQ's expectations on a daily and weekly basis. Zipline's easy-to-use search gives employees quick access to needed information so they can complete tasks faster.



At a time when many retailers have trouble retaining employees, Visionworks associates enjoy getting communications directly from the source; it makes them feel valued and connected – like close partners within the company – and likely to be more engaged and performing at a higher level.

With communication barriers gone, leaders are more connected with associates – and not just some associates. Rather than being able to contact shared email accounts that only some stores had access to, Visionworks can engage all associates, in all stores, at every level. With Zipline as the platform to deliver the rollout strategy in preparation for new initiatives, Visionworks can now target communications, provide real time updates and notifications, and provide access to a single source of truth.



“Zipline has laid the foundation to communicate all our 2022 initiatives to launch with success on a clear path forward with a powerful tool that makes us more efficient AND assigns value to our associates. ... The Zipline project has been a gift.”

Ross Wiener, Director,
Retail & Labor Operations at Visionworks

Saving Time, Money and Reducing Carbon Emissions

Another big win for the brand is the ability to set up stores for success in a wallet and planet-friendly way. Prior to launching Zipline, there was a lot of paper storage and waste. Each store would maintain a binder and receive weekly updates. Then, they would print and insert new pages and remove old information. Now, information is updated in real time with elevated communications, quick access to Q&A groups, and messaging. Stores can now access every available resource in one digital location.

Visionworks is also committed to environmental sustainability, and Zipline is an ideal partner. The Zipline platform has allowed Visionworks HQ and retail teams to go paperless which has contributed to an annual reduction of:

- Approx. 1.2 million sheets of paper (-79.3 tons of Co2 emissions)
- \$234,000 in ground shipping costs (-49.6 tons of Co2 emissions)
- Over 18,000 Shipping Boxes (-50 tons of Co2 emissions*)
- Over \$6,000 in overnight shipping costs
- Operating costs by 10%

Visionworks associates can see the difference!

Visionworks' 4600+ optometrists, technicians, general managers and retail associates love using Zipline to keep their days on track. But don't take our word for it! Visionworks surveyed 3,000 of their field associates and found:

- 100% said Zipline makes operations and tasks easier
- 100% said Zipline helps them inspire and engage their teams
- 95% said Zipline makes it easier to find information
- 91% said Zipline saves time viewing, searching, and delegating communications
- 91% believe Zipline makes it easier to see exactly what action their store needs to take and ensure execution



More than just software

Visionworks looked at other providers, but Zipline proved to be a winning solution being more intuitive and aligned with Visionworks' longer-term goals and needs. It wasn't just the product that won Visionworks over; it was the whole Zipline package, functionality and customer support.

Ross Wiener, Visionworks' Director of Retail & Labor Operations, says: "We loved the Zipline implementation and customer success model. And when you have a complex hierarchy like ours, partnering with a technology provider with the knowledge, experience and past successes is just as important. Zipline showed up for us and guided our teams through each and every turn."



[* https://about.ups.com/content/dam/upsstories/assets/reporting/sustainability-2021/2021%20UPS%20GRI%20Report.pdf](https://about.ups.com/content/dam/upsstories/assets/reporting/sustainability-2021/2021%20UPS%20GRI%20Report.pdf)



About Visionworks

Visionworks is the sixth largest optical chain in the United States. A leading provider of eyewear and eye care services, the company proudly serves customers through more than 750 locations in nearly 40 states and the District of Columbia. With high quality products and expert associates, Visionworks helps over 4 million patients maintain their vision with comprehensive eye exams and over 1,500 frame options at every location.

Zipline

About Zipline

Zipline is how best-in-class retailers bring brand strategies to life in stores and drive operational excellence. The platform brings together frontline communications, task management, resources, insights, and more – so everyone feels connected to the brand and inspired by their work. For far too long, retail brands have struggled with disconnects between headquarters and frontline teams. In fact, only 29% of HQ directives are executed correctly by stores. All these disconnects impact customer experience, sales, and brand sentiment. Zipline overcomes this by giving everyone a way to "see more, connect more, do more." That's why so many of the world's leading brands rely on Zipline to achieve next-day store execution rates of over 90% across their fleet. With an NPS score of 78 and the highest adoption rates in the industry, Zipline isn't just store operations' most loved product; it's also the favorite of store teams. Zipline. Keep today on track.™