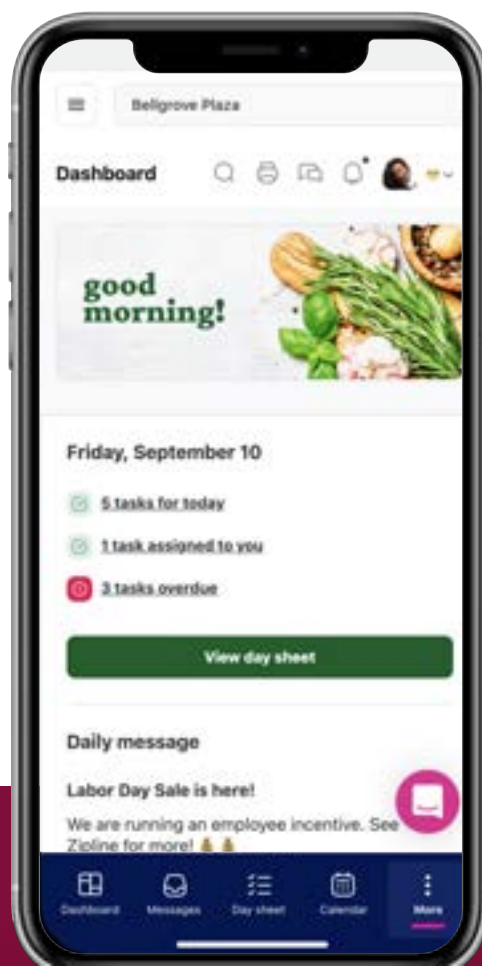# Zipline for Grocers.
Keep today on track.

Despite macroeconomic challenges like labor shortages, inflation, and supply chain interruptions, grocers are still tasked with creating in-store experiences that improve customer loyalty, increase basket size, and encourage brand advocacy.

In order to create the conditions necessary to succeed in today's fast paces and complex environment, grocers need to focus on operational excellence. But many grocers are still managing their stores in disparate systems, on clipboards, and in stand up meetings, creating inefficiency and inconsistency.

Zipline helps grocers unlock productivity and achieve operational excellence with a single app for frontline and management teams to access communications, tasks, store audits, training, and evergreen resources. With Zipline, employees can easily access location and departmental updates, conduct store walks, and communicate with individuals or teams from any connected device.

Creating a differentiated and immersive store experience isn't limited to stocking shelves and providing fresh produce. Zipline helps grocers engage with their frontline teams, so everyone feels connected to the brand, inspired by their work, and eager to deliver exceptional experiences that keep customers coming back.

Internal Communications

Task Management

Resource Library

Easy to use for everyone
Single source of truth
Grocery expert customer success team
Enterprise security & data privacy
Analytics and insights
APIs, widgets, and integrations.

Messaging

Store Audits

Surveys

How Zipline benefits grocers:

- Improve productivity by giving frontline teams a centralized location to find all the information they need to do their jobs

- Quiet the noise and focus employees on mission critical responsibilities with content targeting by region, store, role, or department

- Ensure quality standards and enhance compliance rates with daily, weekly, or monthly digitized store audits and tasks

- Onboard employees faster with pre-defined checklists and procedures

- Increase frontline engagement by allowing employees to easily collaborate 1:1 or within team chats

- Learn quickly and scale success by sharing best practices across regions, stores, departments, and shifts

I would have had [Zipline] year one ... We are such a better company because of how we communicate today.

Randy Edeker - CEO & President

HyVee EMPLOYEE OWNED

Completing this walkthrough in Zipline is 3,000 times faster than it was before! Well, in reality, it may not be exactly 3,000 times faster, but a walkthrough that used to take 3 hours to complete now only takes 25 minutes."

Michael Siakpere - Store Operations Director

festival foods