

# Zipline

## **Innovate Operations:**

The Four Keys to Selecting  
a Task and Communications  
Platform





Today's retail IT leaders have the daunting task of enabling innovation through different technology implementations. Not only are these leaders expected to deliver technical solutions that drive the organization's business strategies, but they're also held responsible to help grow revenue, cut costs, optimize processes, develop new products, stay in compliance and reduce risk - all while managing the infrastructure to deliver timely, trusted, relevant and secure data to all people, processes and apps for faster and better decisions. Easy, right?

The best IT leaders are visionaries. They spend hours everyday interpreting organizational pain points and coming up with innovative solutions. IT leaders are critical to improving revenue performance, cost effectiveness, service quality and delivery. Without this role, the solutions to help move the company forward don't get implemented. POS, BOPIS, programs that have kept stores open for business during this most unprecedented time would never have been piloted and readied to prove business cases.

As an IT leader, you are driving digital transformation within your organization, and you are evolving your solutions to provide the tools for operational excellence.

This guide from Zipline, leaders in SaaS technology for communications and task management for field teams, features the four keys to choosing an operations platform that can enhance your IT stack, grow revenue and create happier employees and customers.

## Implementation

After all the careful consideration and rumination, the collection and evaluation of responses from proposals, the comparing and weighing of capabilities and outcomes you've made a decision on an operations platform. It's finally time to implement, but resources are already stretched thin. How can you have your team support a new implementation of a company-wide initiative and your current technology needs? By selecting a strategic partner well versed in understanding your vision and goals. "It's not just about providing a great tool for stores, it's also about being a great partner to IT and the organization to make sure to support your journey and the transformations you need to achieve," says Jeremy Baker, CTO and co-founder at Zipline. This partnership starts with aligning your internal IT department with seasoned tech professionals who act as an extension of your team, starting with an Account Manager - your own personal Quarterback throughout the implementation process and beyond. The objective is to get your new platform up and running as quickly as possible, so time should be dedicated to running deep discovery around customizations, team hierarchy, login flows, distribution lists, and more. All this work might seem tedious, but in the end it increases agility, streamlines efficiencies, and saves the time and resources of your already strapped IT team.



## Integration

You've heard it before - from HQ to the field and from HR to finance - the company has too many tools. You need to consolidate. The customer facing technology doesn't work with the employee facing tool, leading to a big gap in understanding. As a result, employees are picking up consumer tools to try to collaborate in stores. But the gap remains without a bridge in sight. Not to mention all the data that is siloed in your existing different platforms. How do you bring that together? Powerful integrations that mesh seamlessly with all systems, including legacy systems. "You can revive old systems and get a lot more utility out of those systems via a smartly designed integration," says Simon Batistoni, director, integrations and partnerships at Zipline. Whether it's providing file accessibility to your entire organization by utilizing a robust Resource Library or an efficient SFTP facility, establishing your email platform to deliver targeted messages without dismantling that legacy system, or even easily combining operational data with data from your existing BI infrastructure such as Looker, Tableau or PowerBI, legacy systems can be optimized by leveraging available integrations. Also, direct third party integrations through a secure API can greatly decrease the number of applications employees need to access. Through the right communications and task management platform, employees easily connect to workforce and learning management systems through an uncomplicated and clear UI, reducing frustration and increasing adoption. When employees are happy and engaged, more work gets done, driving execution.



## Adoption

You've seen it before, or you're most likely experiencing it now. You've gone through a long and arduous vetting process, allocated a large percentage of your budget to the project, included your entire team to implement and test, invested time, effort and resources only to discover the communication and task management tool you've put in place simply isn't being used throughout your 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," says Baker. "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." 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.



## Zipline Support Kept Stores in Business During Kronos Crash

When a ransomware attack took down UKG (Kronos), one of the largest human resource management companies in the world, countless store teams were impacted at their most important time of the year.

### **Problem for retailers: Everything Went to Manual**

The outage prevented store employees from being able to clock in/out and effectively record the time for their shifts, meals, and breaks. And without this critical data, HQ partners are not able to pay their hourly store teams.

To compensate, and to continue to record all punches for hourly employees, many companies sent out spreadsheets to thousands of stores, asking them to manually fill out their information – which is an onerous task during the busiest time of year. This is no small emergency for the entire workforce.



### **Solution: The Zipline Clock**

When Kronos went down, Zipline knew manual spreadsheets weren't going to cut it as a solution. Within 24 hours, a team of retail and tech savvy Zipliners across Product, Engineering, Customer Support, Account Management, and Education/Enablement rolled out a new way for Zipline users to track time.

The Zipline Clock is an easy-to-use tool that records clock entries directly from the Zipline interface. The Zipline Clock is available on desktop and mobile for organizations, and it doesn't require any integration to set up - so it can be turned on immediately. To ensure that users are able to access all of the Zipline Clock activity, we created a new report, called User Timesheets, that HQ partners can pull directly from the Zipline Reports interface.

### **Outcome: A Trusted Source for Zipline Customers**

The fast-tracking of strategic initiatives is something we are all too familiar with. Kronos going down is a serious change of plan. But for Zipline users, it's simple to quickly implement multiple initiatives accurately.

At Zipline, we are advocates for every level of your retail organization. We've been in the trenches, on the frontlines, and we believe in transforming business through better communication. Agility is what we know best, and we're proud to help people-driven organizations to triage and tackle any crisis.

## Support

You did it. All the time and effort has finally paid off. You've onboarded a new platform and spent countless hours on its implementation and integration into your IT stack. Now the pressure is on for your team to answer every question and solve every problem encountered by every employee throughout the organization. Not to mention, accurately monitor the new tool's rate of adoption, readership and execution to prove the platform does indeed enhance your technology systems. And what about ongoing training, education and best practices? Who on your team has time? Not one single person. You need another team. A support team. A team that understands you need fast and friendly assistance. A team of professionals who know the platform inside and out - some who have literally worked the same jobs of your field, upper field and publisher employees. "Customer satisfaction is the cornerstone to any customer success team," says Deri McCrea, chief customer officer at Zipline. "The deep knowledge of our tech support team is enhanced by a thorough understanding of the products and features your organization uses, and the constant sharing of content geared to keep your employees fully informed, engaged and connected." When employees feel valued, loyalty increases, driving store execution. With the operations platform supplying an additional tech support team, reporting and feedback are delivered in a timely fashion and questions throughout the organization are answered quickly. Your in-house IT team is kept focused on all the technology that keeps the entire enterprise running smoothly, saving valuable time and expensive





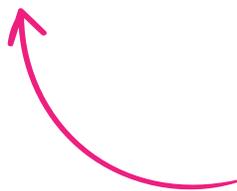
## About Zipline

Zipline is the SaaS task management and communications platform that brings disparate solutions together to enable field teams. With its easy-to-access, mobile-first UI, Zipline organizes information in a streamlined, intuitive way. And our open API and integrations with the leading systems field teams use, make customizing Zipline to meet your workforce's unique needs a snap. Plus, fast implementation and lightweight pilot options mean you can ensure the platform works for your enterprise before committing to a lengthy contract.

From working with retailers like Sephora, lululemon, and Old Navy, we know that store employees are overwhelmed with communication from marketing, merchandisers, HR, IT - all while they're serving customers. They don't know what's important and what's just noise. Zipline puts everything in one place for store teams and gives them the context they need to get their jobs done. Our proprietary approach to hierarchy, analytics, and personalization puts everybody on the same page, resulting in total company alignment.

Zipline enables your entire fleet of locations, leaders, and teams to move as quickly and consistently as possible. This laser focus on employee enablement at all levels is helping brands that use Zipline dramatically outperform others and drive 90%+ store execution. This is why our customers see the best execution rates in the industry.

To learn more about how Zipline can enhance your operations IT stack, email us at [meetzipline@getzipline.inc](mailto:meetzipline@getzipline.inc), or visit us at [getzipline.com](https://getzipline.com).





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