

Zipline helps BevMo! increase efficiency and drive sales.

*“I highly recommend Zipline for any retail organization. What matters most is execution. **Zipline improves execution.**”*



JESSICA SIWY
MANAGER OF STORE OPERATIONS
& COMMUNICATIONS

THE SITUATION

The alcohol beverage market is highly competitive. And, customers are becoming increasingly price sensitive thanks in part to big-box stores like Costco selling alcohol beverages at low prices. To win in the marketplace, in-store execution is critical. Unfortunately, retail stores like BevMo! tend to struggle with execution. The core problem is that there is a disconnect between what is communicated to stores and what is ultimately executed.

“We didn’t have an effective communications solution,” admits Jessica Siwy, Manager of Store Operations and Communications. Instead, Jessica communicated with stores by emailing a weekly newsletter that was created in Microsoft Word.

This form of communication resulted in many inefficiencies:

- Writing, editing, and designing the weekly newsletter email was cumbersome and time consuming.
- Because the email was sent on a weekly basis, there was no opportunity to react to day-to-day changes in the business.
- The email contained information that wasn’t relevant to all stores, causing many store managers to waste time reading the entire newsletter.
- It was impossible to assign in-store tasks.
- Because tasks were not assignable, there was no way to follow-up on which tasks were completed.

BevMo! needed a solution that would help them eliminate these inefficiencies and improve execution.

BevMo!

BevMo! is the number one specialty beverage retailer on the west coast.

With a full-service website and stores located throughout California, Arizona, and Washington, BevMo!’s philosophy is simple: shopping for beverages should be as much fun as drinking them.

SITUATION

- Cumbersome and time-consuming processes
- Ineffective communication
- Poor execution

SOLUTION

- Zipline communication and execution solution for retail

RESULTS

- Saves time and effort
- Enhances execution
- Increases sales opportunities

WHY RETAIL ZIPLINE

- Quick and easy implementation
- Excellent customer support & service

THE SOLUTION

The solution BevMo! selected was the Zipline retail communications portal. “We looked at other communication solutions, but Zipline was definitely much better,” shares Jessica. “And, the functionality was easier for our stores to learn and use.”

In addition to the simplicity and ease-of-use of the solution, store employees were able to access Zipline through store manager desk tops or mobile devices as they walk around the store performing the tasks requested.

Zipline offered key functionality that previous manual processes and other portals BevMo! considered did not:

- **One-Stop-Shop Communications**

Organizes BevMo! communication through an easy-to-use portal. No more digging through various sources or long email chains that cause confusion.

- **Efficient Task Management**

Gives BevMo! the ability to assign tasks. As a task is completed, the store associate simply checks it off and headquarters and field leaders can see that it is done.

- **Personalized Communication Digest**

Provides District and Area Managers a personalized email summary of new communication and tasks for them each day with roll up reporting on store execution.

- **Easy-to-Read Calendar**

Enables store teams to have a clear way to plan for what's ahead and see which tasks need to be completed and when.

- **Easy-to-Construct Surveys**

Allows BevMo! to create surveys that give every level of the organization visibility into the results. Store managers can respond to surveys and District, Area Managers and HQ can view the results associated with their specific stores in real time.

THE RESULTS

Saves time and effort

Automates manual processes and ensures access to real-time information

BevMo no longer spends time manually writing, editing, designing, and distributing their static, weekly email newsletter. With Zipline, they can quickly get any necessary information out to the field in real-time with a few clicks. If a promotion changes or they decide to run a weekend sale, they can send an instant communication only to the stores that are intended to run the promotion and have peace of mind that a store will execute to direction.

Additionally, since Zipline has a consumer like search functionality, store managers don't have to find the right email or manually scroll through communications to find the information they are looking for. PDFs and attachments are automatically searched as well which is great when teams are looking for a specific SKU or product name. The administrative time and effort involved with communicating with stores are dramatically reduced.

Through use of Zipline, BevMo! was able to save time and effort while improving store execution and driving sales.

Enhances Execution

Delivers personalized content and provides insight into store execution

Instead of sending an email that quickly turns into a long email chain, BevMo! can be store specific with its communications. This has allowed them to quickly send business-critical information to a particular person at a particular store. As a result, recipients can get the information they are supposed to have without sifting through mounds of irrelevant communications and react to it in real time. In turn BevMo! has seen increased store engagement, more accountability, time savings, and enhanced store execution.

“If our field leaders and store teams are spending time reading communications that don't pertain to them, they are wasting their time or they're not on the floor assisting our customers,” says Jessica. “So, if we can get the communication to the right person through a dynamic digital platform, then they can react to the communication quickly and get back to focusing on our customers.”

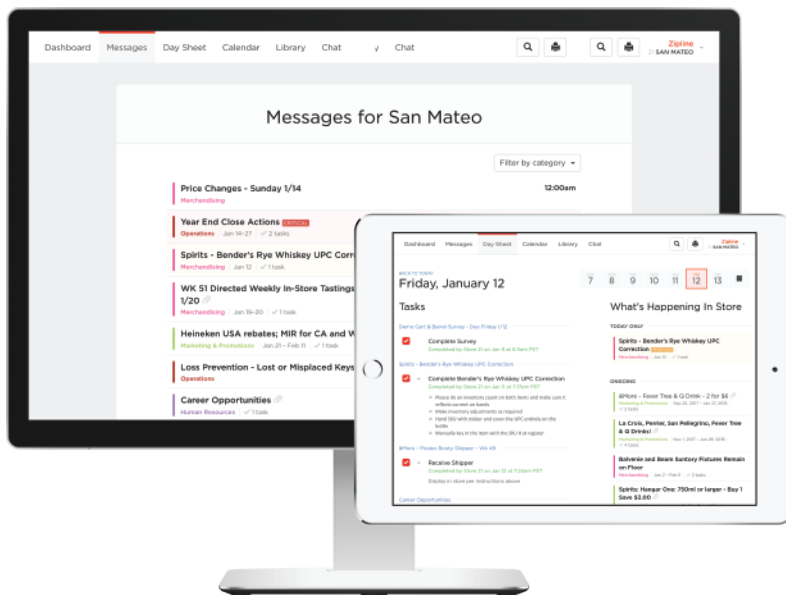
Also, with the ability to assign tasks to a specific user, the person assigning the task knows exactly if and when the task was completed. For instance, if the tasks relating to a promotion haven't been completed, the person who has been assigned the task will get a daily reminder to help stop any time-sensitive tasks from being forgotten. And, the person who assigned the task can follow-up to make sure the task gets properly executed. Leadership quickly sees exactly what's happening in stores and how well initiatives are performing.

Increases sales opportunities

More time for customers and more time to spend selling product

BevMo!'s enhanced store execution has allowed their store associates to focus on increasing sales opportunities. The two are tightly coupled. In fact, BevMo! has seen a relationship between compliance levels and the success of a promotion. Because Zipline is BevMo!'s answer to achieving better store execution, it is also a driver of increased sales opportunities.

"The efficiencies we experience with communicating and following through with promotions mean that our store teams are spending more time with customers," shares Jessica. "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."



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More reasons to choose Zipline

Fast and easy implementation, excellent customer support and service

When BevMo! rolled Zipline out to their stores, the implementation went smoothly. Because the system is so easy to use, in-depth training was not necessary. "Initially, we put out a one-page document to educate our teams," Jessica explains. And, as their use of Zipline evolved, such as adding the calendar and daily task sheet, BevMo! simply sent out the tutorial materials that Zipline provided.

In addition to smooth implementation, the team at Zipline provided excellent customer support

and service. "I must say that Zipline provides top-notch customer service," says Jessica. "For instance, they have a great chat function that enables us to chat directly with them while we are building our communication. I've never worked with a support team that has been so great!"

When asked if she would recommend Zipline to other organizations needing to improve communication with their stores, Jessica replied, "Absolutely! I highly recommend Zipline for any retail organization. What matters most is execution. And, Zipline improves execution."