



CASE STUDY

How TOMS uses Zipline to bring its brand to life in stores

TOMS

ABOUT TOMS

A brand with a mission, TOMS began selling shoes online out of an apartment in Venice, CA in 2006, giving shoes to children in need, one for one. Today, it reaches customers online, in department stores, and through its brick-and-mortar locations.

ABOUT ZIPLINE

Retailers use Zipline to coordinate their fleet of brick-and-mortar stores by streamlining communications and task management.

OBJECTIVES

- Bringing the brand to life within four walls
- Growing the business scalably
- Aligning business partners

THE CHALLENGE

Born online, TOMS began opening brick-and-mortar stores so potential customers could more fully engage with the brand. But bringing the brand to life in stores required stores to execute on the right initiatives at the right time – and HQ couldn't communicate effectively with them at scale.

“We used to run our business through personal communications – emails and texts,” says Elliott Percival, the Retail Operations Coordinator at TOMS. It was very difficult to measure tasks or get feedback promptly.”

It led to errors, like when a store manager missed an email and put the wrong items on discount at the wrong price, or when associates didn't feel equipped to answer product questions thoroughly.

“It doesn't matter how good your idea is,” explains Percival. “If you can't communicate it to the people who are actioning it, then the customer won't understand it and it'll be a complete miss.”

TOMS turned to Zipline to streamline store communications and task management – and deliver the right experience to customers.

HOW TOMS USES ZIPLINE

With Zipline, TOMS has replaced the deluge of emails and texts they used to send with a daily digest – personalized for each member, whether in stores or at HQ. Stores can jump right to their Zipline dashboard to review messages and complete tasks, and HQ gets line of sight into what's being asked and what's been completed. “They picked it up in a heartbeat,” Percival adds.

“Zipline gets the exact right information to the exact right people in the exact right way.”

HOW ZIPLINE HELPS STORES

Stores can quickly find the information they need. According to Percival, “That removes so much hassle – and not just time. It also saves mental energy, just knowing you can trust something. That lets you spend that energy really helping someone who comes into your store.”

Communication is so much clearer now that stores ask fewer questions. Percival crunched the numbers: “Zipline has saved 60% of the time we originally allocated to answering store questions.”

It also builds a culture of execution. Field leaders know when messages will arrive and understand what’s expected of their stores.

“Better communications means we can focus on creating better experiences with the space,” says Katie Sanchez, the manager of the Austin location. “We know the promotions. And we can sell better because we have more product knowledge we can share. All around, Zipline makes the team more engaged and more focused.”

HOW ZIPLINE HELPS HEADQUARTERS

Zipline gives each team visibility into what’s being asked of stores – a level of transparency that also helps teams at headquarters work better with each other.

Percival gave an example: “If we do Monday/Wednesday/Friday deliveries to a store, Visuals realizes, ‘Ah, so if I want the best turnaround, I shouldn’t schedule tasks on the same days.’ And if we send supplies on Monday, Visuals can say, ‘Oh, I can ship my stuff on the same day and it’ll go in the same package.’”

The results overall have been tremendous. “From an Ops point of view, Zipline streamlines 80% of what we do,” Percival reports.

The effect becomes clear as soon as you enter any TOMS store, which range from malls to an old beach house to a converted home with a cafe and an outdoor stage.

“It feels like you’re stepping into the brand itself,” Percival exhales. “Our stores create a space for people who identify with our values, but don’t know our product yet. They can decide if they want to be a part of our tribe.”

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