

# Manager Training Guide

## for Zippin-powered stores

<https://dashboard.getzippin.com>: Access to store functions and data

[Zippin Crew app](#): Access the store access key

[support.getzippin.com](https://support.getzippin.com): Access the Knowledge Base

## Manage Planogram



### The product stocked must match the product assignment in all lanes

- Always update the Shelf Inventory to match any changes you make to a SKU location in the store
- Audit planogram accuracy frequently
- **Crew app** < Planogram < Tap on the lane to edit SKU assignment
- **Dashboard** < Shelf Inventory < Search SKU or lane < Pencil icon to edit



### The Dashboard < SKU Catalog is the source of truth

- Titles should be descriptive (ex: 12oz Diet Pepsi can)
- Provide 1+ image of the SKU with full packaging
- Assign a category
- The base price and tax provided appear on the shopper's receipt

## General Store Operations



### Review store performance

- View performance on the Reports Dashboard
- View individual carts through Orders Dashboard. Filter for "failed" payments. Contact Support to request footage



### Grant and manage store access (Dashboard < Access Management)

- Managers with access are authorized to grant and edit access
- Temporary QR keys are available. Select the 3 dot icon to generate
- Ensure all crew enter with a QR key. Never force the gate open

**Zippin support is available!**

**Urgent matters:** 831-273-6671

Chat with us via the Crew app or Dashboard

**Non-urgent:** [retailer-support@getzippin.com](mailto:retailer-support@getzippin.com)

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## Fill empty lanes to increase sales



### 1. Ensure substitute item is added to SKU Catalog

- SKU ID: *The internal tracking ID used by the retailer*
- Name: *Product name that will appear on the receipt & on reports*
- Tax Rate: *Provide a tax rate if applicable*
- Unit weight: *Weight of the packaging plus the product. Use kitchen scale. If the store does not use sensors, use '9999'*
- Category: *Select at least one category*
- Image: *Provide a clear image of the packaging, as it is sold. An image URL or file is acceptable. The image should be clear.*



### 2. Update the Shelf Inventory

- From the Crew app < Planogram < select shelf ID < select side arrow < select new SKU and save
- From the dashboard < Shelf Inventory < locate the shelf ID < select the pencil icon < select new SKU and save

**The product stocked must match the product assignment in all lanes**

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