



XPO Logistics uses Zeelo's COVID-19 Key Worker Service to get employees to work safely and allow Matches Fashion to continue trading

XPOLogistics

MATCHES
FASHION

1260

riders per
week

COVID-19

measures in place
on-board

3

services times
at launch

“ Our introduction to Zeelo was just days before the country was instructed to go into shut down, hence we needed to act quickly. Matches Fashion had already made the decision to keep trading, all necessary COVID safety measures were in place at our distribution centre, however, **our staff were concerned about their risk of infection whilst travelling to and from work.**

Zeelo responded quickly, **we had the routes, vehicles, timetables (working to accommodate both day and night shifts) and safety procedures all in place within 24 hrs,** amazing work. ”



Mitzi Voase, Travel Manager, Matches Fashion

What we did

We set up dedicated safe bus routes, using our booking platform for capacity management and social distancing, as well as data collection for contact tracing in the event of a rider or driver presenting with symptoms.

We deployed our operational standards, including driver PPE, no-contact policy, sanitisation measures and 2m distancing seating plans.

Challenges

👤 Online distribution centres remain open night and day, so at XPO Logistics, our dedication during these uniquely challenging times has been to review and do everything we can to keep our employees, their families and loved ones – safe.

Coupled with changes to our processes to enable social distancing, **the Zeelo service has been crucial in minimising the risk** raised and posed by colleagues regarding initial concerns to public transport usage whilst the UK was adapting to the new normal.

Zeelo's 'critical worker safety procedures' was exactly what we needed to assist our colleagues and customers. **Their management of this service has been second to none** and has been key to colleague engagement. ”

Martin Coughlin, Director XPO Logistics (Europe)

Return on Investment and Future Plans

Zeelo's service has allowed XPO and Matches Fashion to ensure the safe commuting of their employees. We have added more stops and service times as a result and are working on adding more services as we move into the next phases of lockdown, ensuring all employees are safe at all times.

The Company

XPO is a multinational transportation and logistics company. It operates in 30 countries, with approximately 100,000 employees and over 50,000 customers.

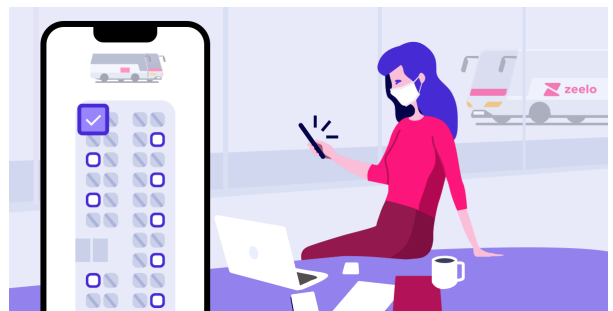
MatchesFashion.com is a London-based global luxury retailer for men and women, offering the work of more than 400 luxury brands.

Location

London, Wembley, UK

Type

Home to Work commuter service

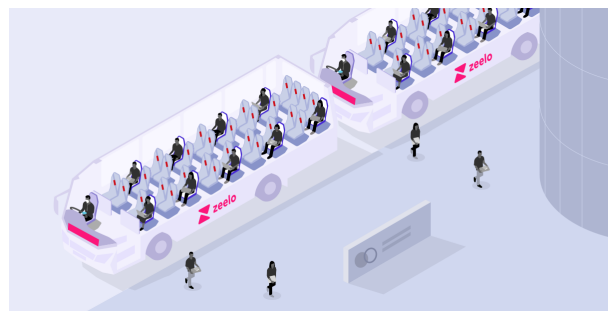


The Service

1 personalised route

6 daily travel times

98% on time



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sales@zeelo.co

Ocado Group uses Zeelo to save £210k in recruitment costs and to relieve parking pressure



+28%

Growth month-on-month

210k

Saved each year by Ocado Group on recruitment

260

Average weekly rides to Ocado Group

With Ocado Group having rapid hiring plans our objective was to help relieve increasing parking pressures and reduce infrastructure costs, along with tackling recruitment and retention goals.

What we did

Using our algorithm, we identified a 'launch route' and several pick-ups that best met employee's needs. Each Zeelo takes on average 30 cars off the road. We run it from St Albans to Ocado Group's head office in Hatfield and give the employees a relaxing experience on premium vehicles. Employees can now catch up on emails, watch Netflix or even sleep on the way to work.

Company

Ocado Group is a global technology solutions provider and the world's largest online grocery retailer.

Location

Hatfield - Hertfordshire, UK

Type

Home to Work commuter service

Challenges

Ocado Group wanted to attract a broad range of talented people who would normally be inclined to work in London, Zeelo was seen as a unique way to offer a great commute experience to Hatfield, and attract new recruits and retain existing employees. This strategy helped Ocado Group save 210k in recruitment cost over a year.

We needed to build awareness quickly, our dedicated marketing team worked with Ocado Group to create pre-launch, launch and continued growth campaigns. Our month on month growth averages at 28% leading to Ocado Group adding more service times and routes.

How our service helped

Ocado Group employees can easily purchase and manage travel passes via our app and [website](#), and track their vehicles before travelling.

Our referral programme allows users to share a unique promo code to win free ride credits, which has played a large role in the growth of the service.

Return on Investment and Future Plans

Besides the recruitment saving of £210k, the service grew over 28% month on month resulting in fewer parking spaces being needed allowing Ocado Group's hiring strategy to continue unhindered. We have added more stops and service times as a result and plan to launch new routes with Ocado Group soon.

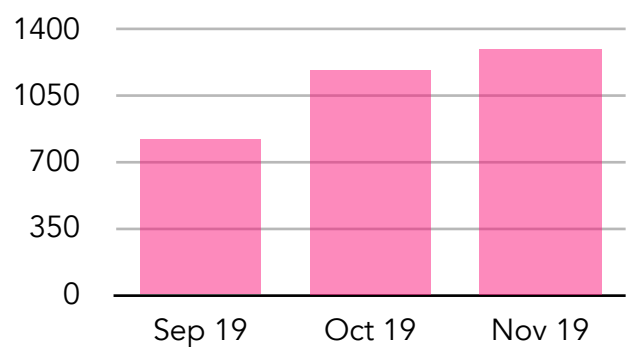
Service

1 personalised route to Ocado Group Head Office

8 daily travel times

98% on time

28% monthly ride growth



130

parking spaces saved every week

"We saved £210,000 in staff recruitment over a year by offering an alternative transport solution to our site"

Head of Employee Experience, Ocado Group

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Jaguar Land Rover uses zeelo to reduce congestion and take over 300 cars out of their parking lot



420

regular riders swapping
their cars for Zeelo

1300+

unique riders have used
the service

44%

reconsider owning a
car after using Zeelo

With over 5000 employees at their Gaydon site, JLR had not only a problem of parking space, but also increasing congestion in and around the site. There was growing pressure from employees and the local council to reduce congestion.

What we did

Our initial analysis found the following problems; limited parking, congestion, growing parking costs and employee stress from lateness. Using our algorithm we identified a route and several pick-ups in Leamington and Whitnash within a 10min walk from their homes. Our research saw the need to add WiFi to the coaches so that employees could catch up on emails or even Netflix and arrive at work relaxed and ready for the day.

Company

Jaguar Land Rover is a British multinational automotive company with its headquarters in the Midlands

Location

Gaydon - Midlands, UK

Type

Home to Work commuter service

Challenges

JLR wanted to tackle the congestion and parking issues as well as make considerable savings on parking costs. With the intake of regular graduates, the problem was only increasing. We had to act quickly.

With security extremely strict at the JLR site, we had to ensure our drivers had all the credentials, including checking passenger ID badges.

As our Promotion teams were not allowed to operate inside the site, we had to get creative with our communication strategies (marketing case study available).

Service

1 personalised route to JLR Gaydon Office

8 pick-up locations and 10 service times

98% on time

How our service helped

JLR employees could easily book and manage passes via our app and website. Passengers were dropped off right outside their office front door, which help save them an extra 20min a day, instead of walking from the car park and queuing for security check.

Our drivers have security clearance and able to verify employee credentials on boarding a Zeelo.

We captured 58% of the employees living in a 10min walk radius from our stops.

Return on Investment and Future Plans

Zeelo have removed hundreds of cars from JLR's car park and helped them save thousands of pounds by not having to build new parking spaces. Employees feel happier and more relaxed thanks to a service taking the pain of driving and parking away.

Zeelo and JLR are looking at tackling similar problems at other sites around the Midlands.

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