



Amazon uses Zeelo's smart shuttle service to help meet recruitment targets by increasing access from new areas



420

riders per week

COVID-19

measures in place on-board

6

service times at launch

With the demands of peak season, Amazon needed to meet high **recruiting targets** and ensure staff could get to work safely. With Zeelo in place, they were able to **meet these targets** by being able to recruit from new areas with historically poor transportation options to the site.

What we did

Using our smart routing we were able to work with the staffing agency and Amazon to identify new potential areas for recruitment. With weekly route optimization we were able to adjust service times and routes in order to fit to an ever-changing staffing situation. Using social distancing, thorough sanitizing procedures and our technology we were able to run our 'key worker service' to and from the Amazon Tilbury site.

Company

Amazon is a multinational technology company and is the world's largest online marketplace

Location

Tilbury - Essex, UK

Type

Home to Work commuter service

Challenges

Due to COVID-19 Amazon had paused the route that employees needed to get to work. This put pressure on recruitment and retention at the site.

Of all the challenges, the number one goal was that employees were safe. We had to ensure that social distancing measures were in place as well as stringent cleaning procedures and drivers were equipped with PPE. We also needed to ensure that Amazon had visibility on who was travelling on each day and how many riders were using the service daily.

How our service helped

Using our booking apps and travel passes, Amazon is able to share the cost of transport with their employees and remove the admin costs of travel management. Zeelo has helped improve recruitment and retention prospects, staff wellbeing a productivity by taking the stress out of the commute and avoiding over crowded public transport.

Using two double decker coaches, we were able to introduce a 2m social distancing measures onboard as well as increase sanitizing and driver PPE.

Return on Investment and Future Plans

Zeelo's smart routing has allowed Zeelo to work closely with Amazon and their staffing agencies to identify new areas to target for recruitment. The transport offered as allowed Amazon to be competitive in the labor market and saved them huge amounts on recruitment costs. Amazon is now looking at what other sites Zeelo can help.

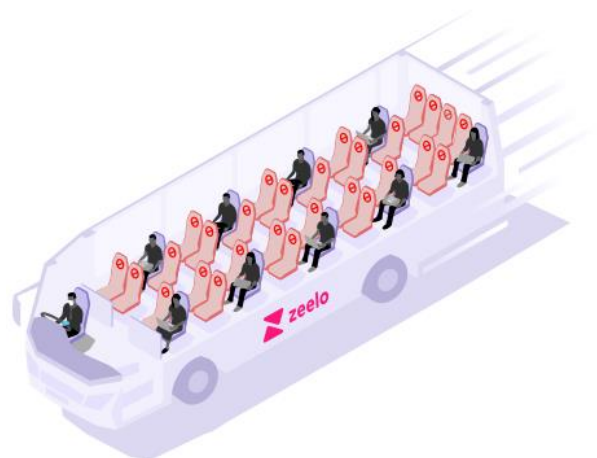
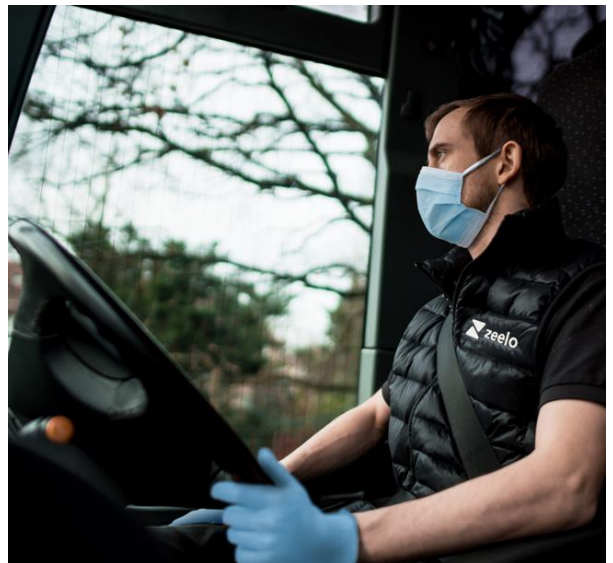
Service

1 personalised route to Amazon Tilbury

4 pick-up locations and 6 daily travel times

98% on time

Launched within 24 hours



Get in touch for a free consultation to see how zeelo could help your business.
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