



## Case Study

# Zeelo helped Amazon open up 10 additional hiring towns previously underserved by public transport

Through data analysis we were able to successfully open up new talent pools to drive Amazon's recruitment of employees underserved by public transport for shift based work



### Recruitment benefits

Zeelo were able to open up 10 additional hiring towns and cities for Amazon to service peak periods with new staff



### Operating at scale

Zeelo has successfully partnered with 60 Amazon sites, transporting over 285,000 passengers



### Staff wellbeing

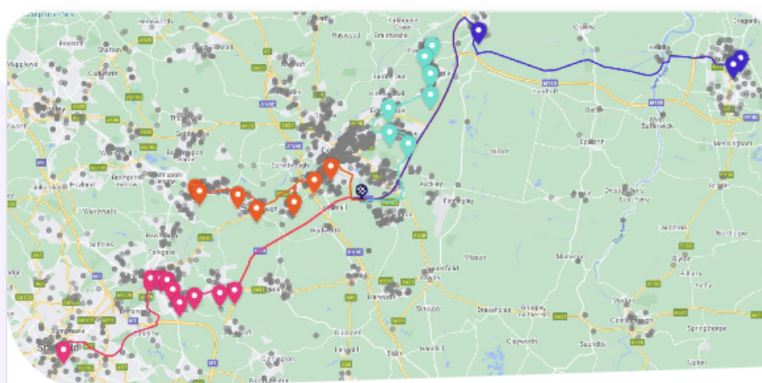
Since using Zeelo, 88% of Amazon riders say Zeelo has positively impacted their well-being.



amazon

amazon

amazon



### Optimising routes to drive ridership

We were able to increase the number of associates within a 10min walk to a Zeelo stop from 116 to 470 - growing monthly rides from 500 to 5,500 in 3 months