



## Zeelo's continued service optimisation & bespoke routing helped Tesco Avonmouth to unlock new recruitment pools

An initial route from Newport to Tesco Avonmouth created using data from agency applications saw a slow uptake. Upon reviewing postcode data and adding pick-ups in Chepstow and Caldicot, ridership increased by 6.5x across 3 months



### Rider Growth

Marketing of the service via job fairs & adverts ensures new starters ride from day 1, and occupancy continues to increase



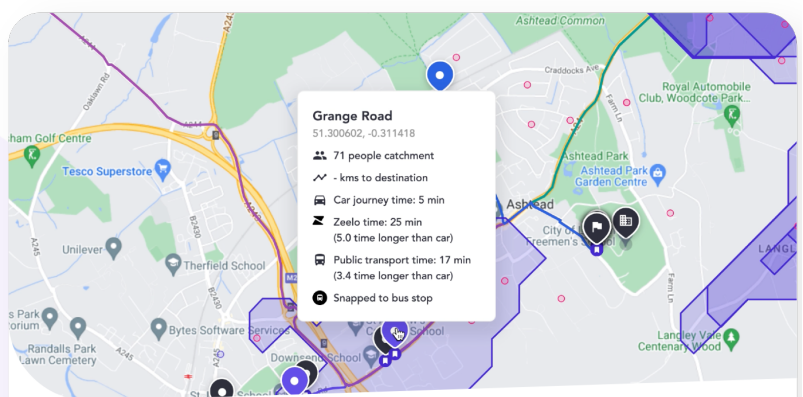
### Reduced Cost

Continued service optimisations like this have reduced Tesco Avonmouth's cost per ride by 99% since launch



### Modal Shift

Since the start of the service at Avonmouth in 2021, the equivalent of 77,690 car journeys have been taken off the road!



### Identifying areas of demand

Zeelo used its routing software to highlight underserved areas and add stops to increase usage. Daily bookings increased from 14 in April to 92 in June.