

Zeelo helped Ocado improve retention and saved them £420,000 in staff recruitment costs per year

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.



Recruit & Retain

As part of our service optimisation, we identified new recruitment target areas and proposed a new route for 300 employees



Modal shift

Each Zeelo takes on average 30 cars off the road, this dramatically reduced car parking pressure at ocado



Staff insights

95.4% of employees agreed that having access to the Zeelo had improved their mental wellbeing at work



EV transport solution

Through this all-electric bus programme, we hope to save 16 tonnes of CO2 annually, while also offering transportation for staff living in areas underserved by public transport.