



Case Study

Zeelo helped All Hallows increase ridership and decrease journey times by optimising routes



Timetable improvements and splitting routes were immediately effective, and much better for our students - Swiftly handled and implemented seamlessly

Finance Manager, Emma Foulkes



Removal of stops

Removing unused stops resulted in the average journey time decreased across 8 routes by 12%



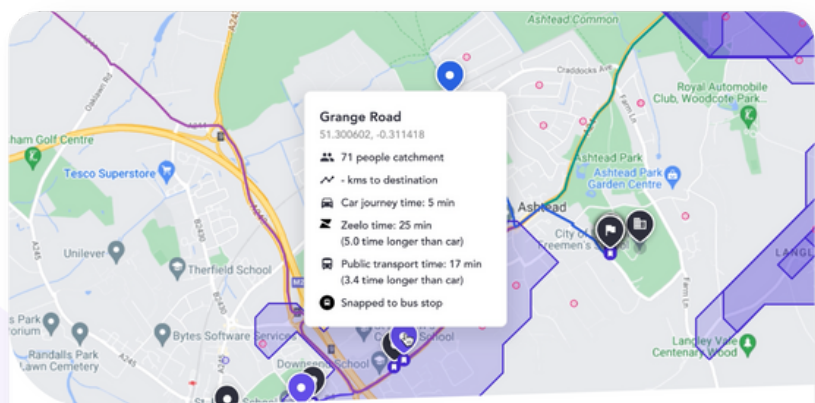
Splitting routes

Splitting 1 route into 2, reduced journey times by 20 mins and increased users by 38%



Increased Capacity

We increased vehicle size on 3 routes within one week of service due to increased demand



Identifying areas of demand

Zeelo used its routing software to highlight underserved areas and add stops to increase usage. Unique users of the service has grown by 38% in the 5 weeks since launch

