

Zeelo helped City of London Freeman's increase the reach of their services and reduce net costs



New route

We designed, promoted and launched a new route and after just 2 terms we have close to 30 regular users



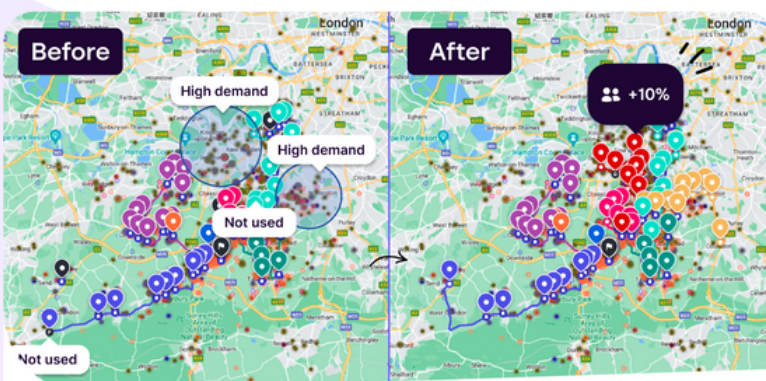
Boosting catchment

Using postcode analysis and parent stop requests we able to boost the existing services catchment by 10%



Flexible tickets

Flexible ticket options introduced are generating an extra 40-50k per year in ticket revenue



Optimising existing routes

After analysing route usage we were able to merge two routes saving the school £55k/year

