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fleet performance as a service.

How Picnic delivers more with fewer vehicles using real-time vehicle data

Case Study | Picnic

The challenge:

maximizing every kilometre and kilowatt

As a fast-growing online supermarket, Picnic relies on tightly organised delivery operations. Every part of the process is designed for efficiency, to serve as many customers as possible while minimizing kilometres. Each day, thousands of orders are delivered within strict twenty-minute time slots. To keep that promise, every vehicle must perform at its best and every trip must be carefully planned.

"When we first started, everything was simple," says Bas Boschman, Fleet Development Coordinator at Picnic. "But as you grow, expand internationally, and vehicles begin to age, new challenges emerge. You just need more insight to make the right decisions."

Fleet details

Sector	**Online food retail**
Location	**The Netherlands, Germany, France**
Vehicle types	**Custom built, 100% electric delivery vehicles**
Fleet size	**Approximately 4,500 electric vehicles**

Why real-time vehicle data matters

To improve vehicle availability, Picnic developed its own Vehicle-to-Trip system. This algorithm determines the optimal trip for each vehicle on each shift.

"We wanted to know exactly how full the battery really was. What's the range of this specific vehicle today? How demanding is the route, and can this vehicle complete another trip afterwards? Our goal was to maximize battery capacity utilization. To do that, you need reliable real-time data, such as state of charge, energy use profiles, and GPS. Only with that can you use each kilowatt effectively."

Fast rollout:

the Picnic way

For real-time vehicle data, Picnic chose Geotab hardware. Since Geotab works through a certified partner network, Picnic teamed up with Moove. What began as a technical implementation quickly developed into a broader collaboration. Moove played an active role in supporting decision-making and exploring future improvements.

"We were hesitant about working with a third party," Boschman says. "But Moove came across as professional, got involved from day one, and really understood where we wanted to go."

Set up to fit Picnic's way of working

Moove delivered a setup that matched Picnic's internal systems and way of working. The Geotab platform was configured to meet Picnic's needs, with a clear definition of user roles and access rights for different user types.

"Moove provided the structure, knowledge and flexibility to support how we work. They worked alongside us, but also gave us the freedom to do things ourselves. That combination worked perfectly."

From installation to on-site training

Moove not only handled the setup but also advised on how the data could be used to support day-to-day operations. Picnic developed detailed installation instructions for its custom-built vehicles. These formed the basis for a central training programme that prepared five internal installation teams to operate independently.

This approach enabled a rapid rollout. Within just a few weeks, Picnic rolled out the solution across the Netherlands, Germany and France. From activation to analysis, the entire fleet now runs on real-time data.

The results:

insights that boost utilisation and performance

Thanks to Moove's integration, Picnic now has real-time visibility into the status of every vehicle. The team can immediately see which vehicles are ready for use based on data such as battery level, payload, temperature, and route length.

"Better availability means we've reduced our fleet size in the Netherlands by between 5 and 13 percent. That means lower costs, less downtime and more trips with the same EVs. Because we know exactly what each vehicle's battery level, range and load are, we can plan far more efficiently."

Fewer vehicles also offer additional benefits, including simpler fleet management, less support pressure per hub, and more room for growth. "We can handle more orders without having to add more vehicles. That saves money and reduces complexity."

The impact of real-time insights extends beyond daily planning. Picnic also uses the data for longer-term fleet strategy, including:

- **Repositioning vehicles** based on usage patterns per hub
- **Planning maintenance** based on actual mileage instead of fixed intervals
- **Monitoring battery health** (State of Health) to detect ageing early

"For example, we can now see that vehicles at some hubs rack up far more kilometres than others. By rotating them proactively, we can even out the wear."

5 TO 13%

FEWER ELECTRIC VEHICLES THROUGH REAL-TIME FLEET INSIGHTS

The role of Moove

For a company used to doing everything in-house, partnering with an external provider doesn't come naturally. But it was that partnership with Moove that helped the rollout succeed.

"If you're unsure about working with a third party, trust Moove. They deliver on their promises, support you where needed, and never take over what you'd rather handle yourself. They understand your way of working and help you get the most out of it."

Moove didn't just deliver hardware. They also served as the primary point of contact with Geotab and remained involved after the rollout to provide advice, troubleshooting, and system improvements.

"Moove's way of working matched ours. They were clear, straightforward and focused on getting results. They kept their word, were honest about limitations, and thought along with us throughout."

Looking ahead:

smarter use of real-time insights

helping to improve driving behaviour, charging routines and, perhaps most importantly, battery health.

Based on charging behaviour and remaining capacity, Picnic is exploring how to distribute vehicles more effectively across its hubs. This helps to spread wear more evenly and extend the life of its vehicles. Maintenance strategies are also becoming increasingly data-driven and aligned with actual usage.

Moove continues to support Picnic in turning data into action. By focusing on what works in practice, Moove helps transform insights into smarter decisions on the road.

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