



# Avara Foods uses Zeelo to ensure employees get to work safely, improve recruitment & retention and hit sustainability targets



**1000+**

riders per week

**COVID-19**

measures in place on-board

**385 tonnes**

of CO2 saved (annualised savings)

Avara Foods needed to ease recruitment and retention pressures as well as keep operations running smoothly throughout the pandemic. Using safety measures and tech, Zeelo's helped them access new candidate pools and transport staff safely 7 days a week

## What we did

Zeelo operates 6 routes across 2 sites, in Brackley and Telford. Using our user-friendly mobile apps riders are able to book, track and manage their rides, and our 5-star customer service team is there 24/7 to help with any issues. These measures allowed Avara to save on the soft costs of managing transport operations, keep staff safe with our thorough sanitising procedures and provide access to employees poorly served by public transport.

### Company

Avara Foods is one of the UK's largest food businesses, supplying poultry to the nations most popular supermarkets

### Location

Brackley - Northamptonshire, UK

Telford - Shropshire, UK

### Type

Home to Work commuter service

## Challenges

Recruitment and retention were key challenges for Avara. We had to provide efficient routes tailored to their employees' needs, provide access for those poorly served by public transport at a cost accessible to all employees.

We also needed to ensure employees were kept safe on their way to work for their own well being and to keep operations running smoothly. through social distancing and stringent cleaning procedures.

## How our service helped

Running 6 routes across 2 sites for Avara used to be a management nightmare, however Zeelo has been able to take away that headache and improve the service overall. We were successfully able to introduce a 2m social distancing measures onboard as well as thorough sanitising and driver PPE.

Using our booking apps and travel passes, Avara is able to share the cost of transport with their employees and remove the admin costs of travel management. Zeelo has helped improve recruitment and retention prospects, staff wellbeing and productivity by taking the stress out of the commute and avoiding over-crowded public transport.

## Return on Investment and Future Plans

Besides savings on admin and management costs, Zeelo has allowed staff to travel to work and home safely and help Avara improve retention and save on recruitment.

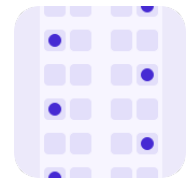
On top of all this Avara are saving over 385 tonnes of CO2 annually using Zeelo, that is the equivalent to planting 2400 trees.

### Service

6 routes to 2 Avara sites in Brackley and Telford

24 hours service

98% on time



Get in touch for a free consultation to see how zeelo could help your business.  
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