



Ocado Group uses Zeelo to save £420k in recruitment costs and to relieve parking pressure



+28%

Growth month-on-month

£420k

Saved on recruitment

330

Average weekly rides

With Ocado Group having rapid hiring plans our objective was **tackling recruitment and retention goals**, along with helping to relieve increasing parking pressures and reduce infrastructure costs.

What we did

Using our algorithm, we identified a 'launch route' in a targeted recruitment area with several pick-ups that best met potential staff's needs, giving them a convenient and relaxing commute whilst reducing parking pressure; each Zeelo takes an average of 30 cars off the road. Following the success of the launch, we introduced 2 additional routes to Ocado Group's head office in Hatfield, allowing more employees to catch up on emails, watch Netflix or just relax on their way to work.

Company

Ocado Group is a global technology solutions provider and the world's largest online grocery retailer.

Location

Hatfield - Hertfordshire, UK

Type

Home to Work commuter service

Challenges

Ocado Group wanted to attract a broad range of staff people who would normally be inclined to work in closer locations. Zeelo was seen as a unique way to offer a great commute experience to Hatfield, attract new recruits and retain existing employees. This strategy helped Ocado Group save £420k in recruitment cost over a year.

We needed to build awareness quickly, our dedicated marketing team worked with Ocado Group to create pre-launch, launch and continued growth campaigns. Our month on month growth averages at 28% leading to Ocado Group adding more service times and 2 new routes.

How our service helped

Ocado Group employees can easily purchase and manage travel passes via our app and website, and track their vehicles before travelling.

Our referral programme allows users to share a unique promo code to win free ride credits, which has played a large role in the growth of the service.

Return on Investment and Future Plans

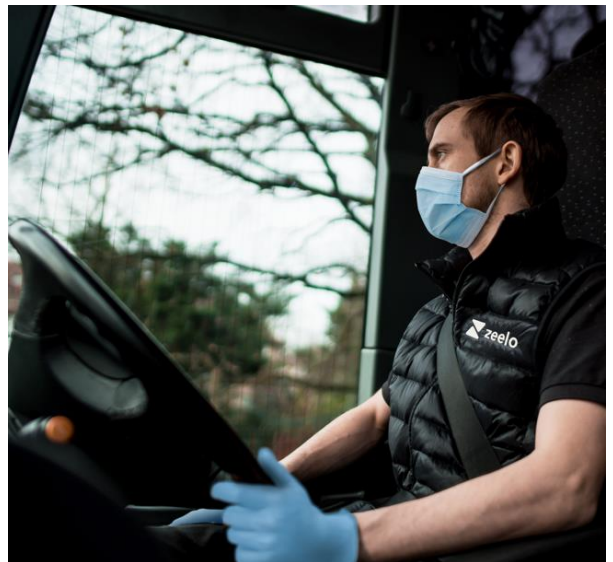
Besides the recruitment saving of £420k, the service grew over 28% month on month resulting in fewer parking spaces being needed allowing Ocado Group's hiring strategy to continue unhindered. With 3 additional services already in operation, we plan to look at possible future routes with Ocado Group soon.

Service

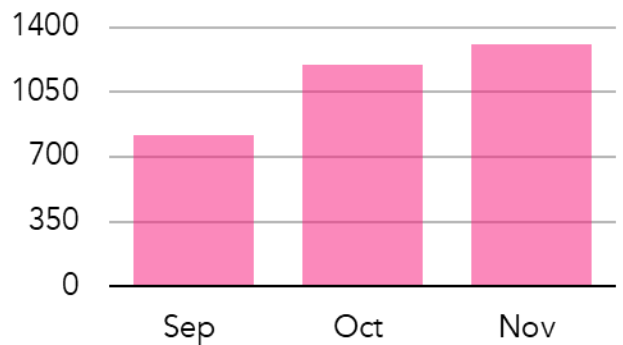
3 personalised routes to Ocado Group Site

30+ daily travel times

98% on time



28% monthly ride growth



330

parking spaces saved every week

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