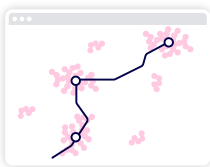


Give your school a better alternative to the traditional bus service

Increase your catchment area and reduce pollution with safe, reliable services driven by technology



Service design

We use data to build the most efficient routes for you and your parents



Safety & compliance

We ensure 100% safety and compliance through robust controls with operators



Digital Experience

With online booking platforms, app, vehicle tracking and notifications



24/7 live support

Our customer support team are available 24/7 via phone and live chat



Dedicated team

We constantly review data to optimize your routes, and share regular reporting



Reduce emissions

The average Zeelo takes 30 cars off the road reducing pollution & parking on site

DRIVEN BY TECHNOLOGY

The Zeelo tech-driven managed bus service

We are not just a coach company. We combine technology and data, operational excellence, proactive support, customer obsession and to be the partner schools can rely on.

Tech enabled bus services with safety at its core

Industry leading apps for parents and drivers. Flexible booking platforms and payment methods.

Safeguarding measures enhanced by tech. Vehicle tracking and 24/7 UK based live customer support with real time service notifications.



With Zeelo, everything is included

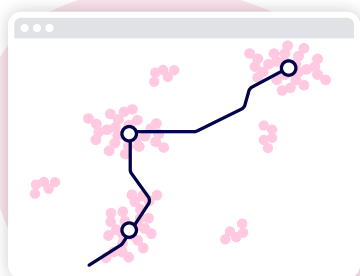
We provide a fully managed service, from route mapping & service setup to daily management, live support, reporting and service optimisation.

Zeelo provides support to ensure all regulatory requirements are met. Remove the hassle of managing your own transport & achieve better ROI.

Save **20%** in comparison to when managing your services in house

SERVICE DESIGN

We design your services with you and your parents

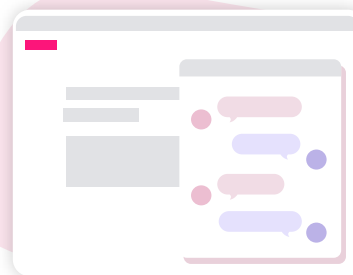


Data driven routing

We use our route generation platform to build the most efficient routes and ensure that you are serving the most students possible

Parent surveys

Working with you to complete a survey for your parents to understand habits and preferences to help us design the best possible services



Ticketing design

We are able to offer flexible ticket options for parents to allow for flexible needs (e.g. Term or Half Term Travel, 10 ticket bundles, Single/Return)

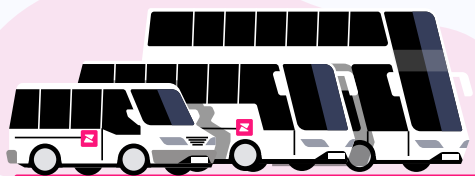
“*Dearne Valley College is a little bit out of the way and not on a natural bus route so the Zeelo service has helped us put it on the map.*”

Sally Steadman, Director of Learner Recruitment and Marketing at the RNN Group

BUILT TO SUIT YOUR NEEDS

Flexible contracts and recruitment support

Using Zeelo's routing technology, we can build customised routes to increase your catchment areas and better market to new parents and students.

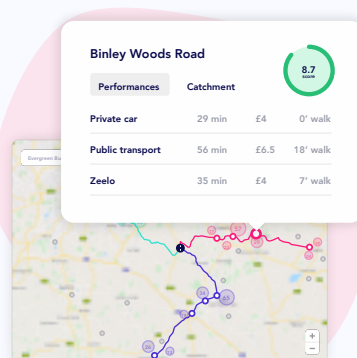


Contract flexibility

Zeelo has access to a large variety of vehicle sizes. This allows us to manage demand and capacity at short notice. We can also work with existing suppliers to increase their flexibility.

Increase your catchment areas

Make use of Zeelo's smart routing systems. Our dedicated team will work closely with you using your and our own data to identify how to serve the most students and increase your catchment areas.



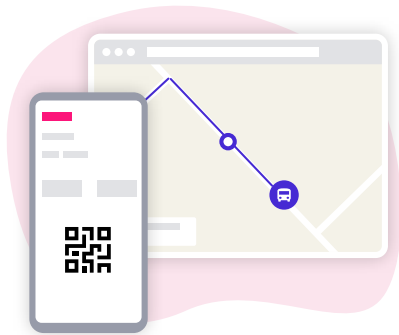
Better market to new parents

Our marketing team will work with you to promote the service. We are here to ensure a successful launch and continual growth of the service with marketing support including bespoke web pages, social media, flyers, posters and open day attendance.



SAFETY AND COMPLIANCE

We ensure 100% safety and compliance through robust controls with operators



Safeguarding at our core

All our drivers are enhanced DBS checked and vehicles are monitored by our 24/7 customer support team. With live vehicle tracking and notifications, parents can rest assured their children are in safe hands.

Vetting, onboarding and auditing

Our operators are subject to our rigorous programme of vetting, onboarding and ongoing auditing to ensure consistency in level of service, safety and compliance



Service compliance

Additionally to standard compliance checks with all operators, each service will be individually risk assessed and a compliance report would be available on request

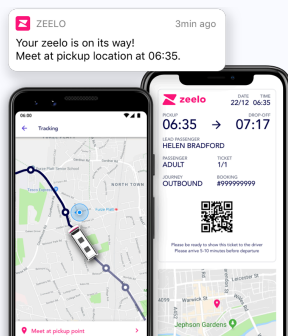
“ Zeelo’s 24/7 customer service and vehicle tracking allows us to know where the vehicles and children are at all times ”

Parent, Stratford Girl’s Grammar School



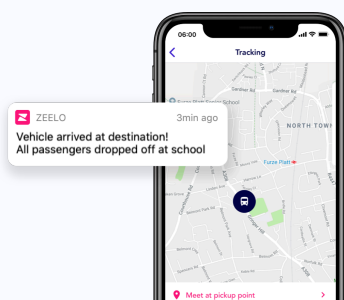
SAFETY AND COMPLIANCE

Safeguarding with technology



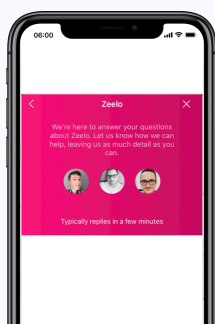
Live vehicle tracking

With live vehicle tracking on every service, both the school and parents can track their vehicle arriving and for the duration of the journey



Service notifications

Parents can receive SMS/push notifications to confirm when vehicles arrive and when their children board and disembark services. They can also allow friends and family to receive updates on the progress of any rides

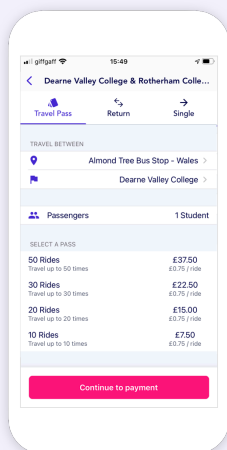


24/7 Support

Our dedicated human customer support team is available on live chat, phone and email for both schools and parents 24 hours a day to ensure your peace of mind.

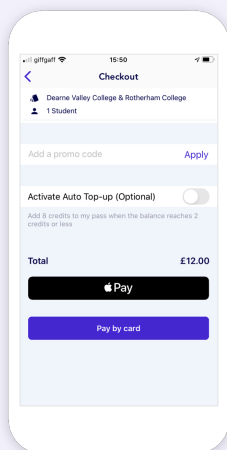


We deliver a superior digital experience



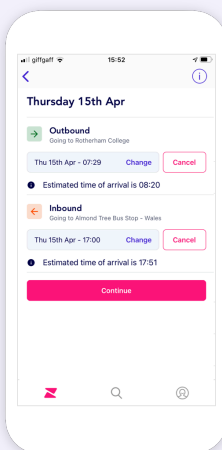
Tickets & passes

Customisable ticket options



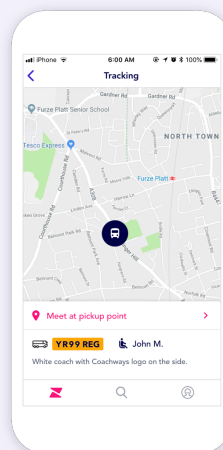
Purchasing

Parents/students can buy tickets on our app in a 1 step booking process



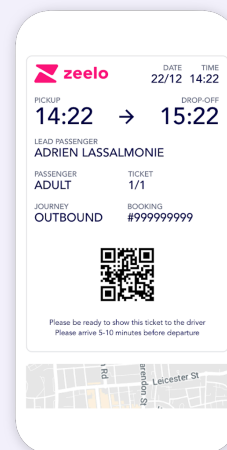
Manage rides

Changes can be made to bookings up to 5 mins before departure



Tracking

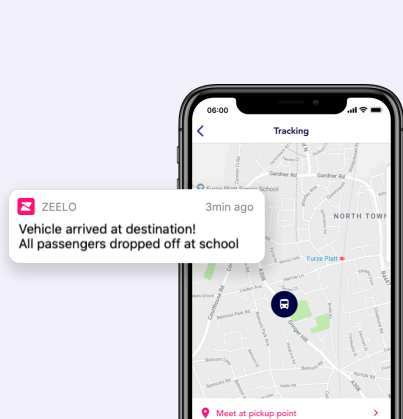
Parents and students can track their vehicle and receive notifications



QR code boarding

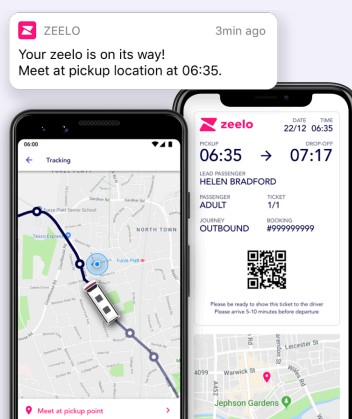
QR codes on tickets allows for quick, efficient boarding experience

Providing peace of mind with 24/7 live customer support and notifications for parents



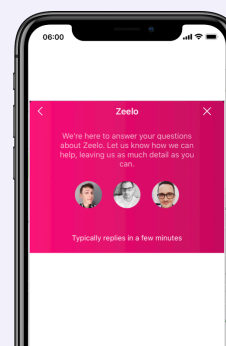
Safeguarding Notifications

Parents can receive SMS/push notifications to confirm when vehicles arrive and when their children board and disembark services



Live Service Updates

Parents and students will receive messages relating to their services in real time via SMS/push notifications



24/7 Customer Support

Our customer support team are available via phone and live chat for schools, parents and students 24/7

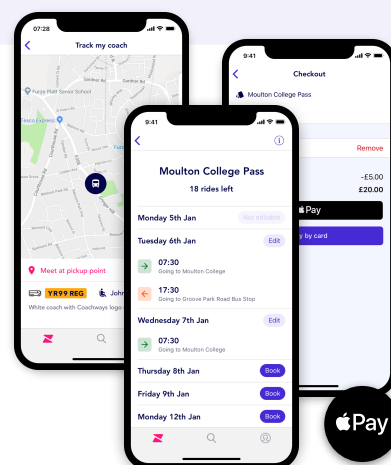
Services driven by technology

Innovative and customisable payment solutions for parents

Parents can book, manage and track their rides through the Zeelo app & website. With our flexible booking system, you have the option to split costs with parents. Our app allows for direct and instant parent booking and cancellation.

“I can easily book a seat for my child for the next 2 weeks. The service is very reliable and I can track the vehicle on my phone. It's great.”

Parent, King Edward VI School

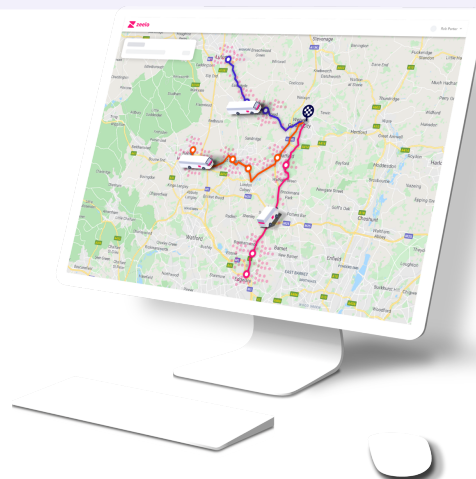


Allow our tech to enhance your existing bus service

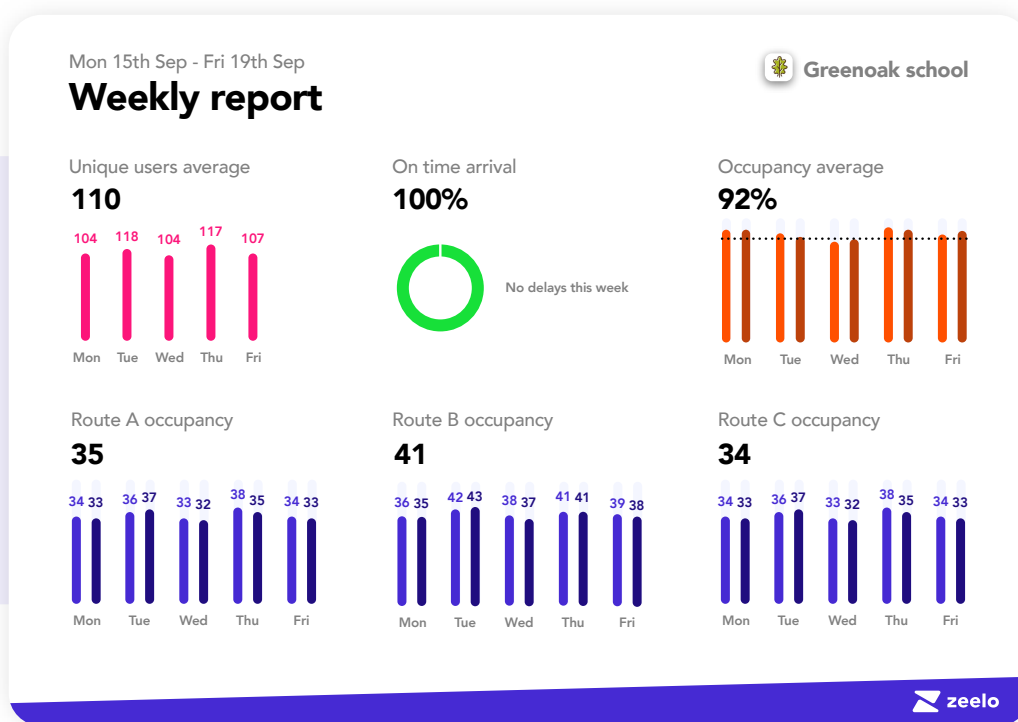
We can use our data and technology to improve your current routes to ensure that you are serving the most students possible. With regular reporting and constant route optimisation to ensure we're always running the best possible service.

“Zeelo manages the process from start to finish. I can track buses at any stage to see if there are issues, plus I know how many students are using it.”

Sally Steadman, Director of Learner Recruitment and Marketing at the RNN Group

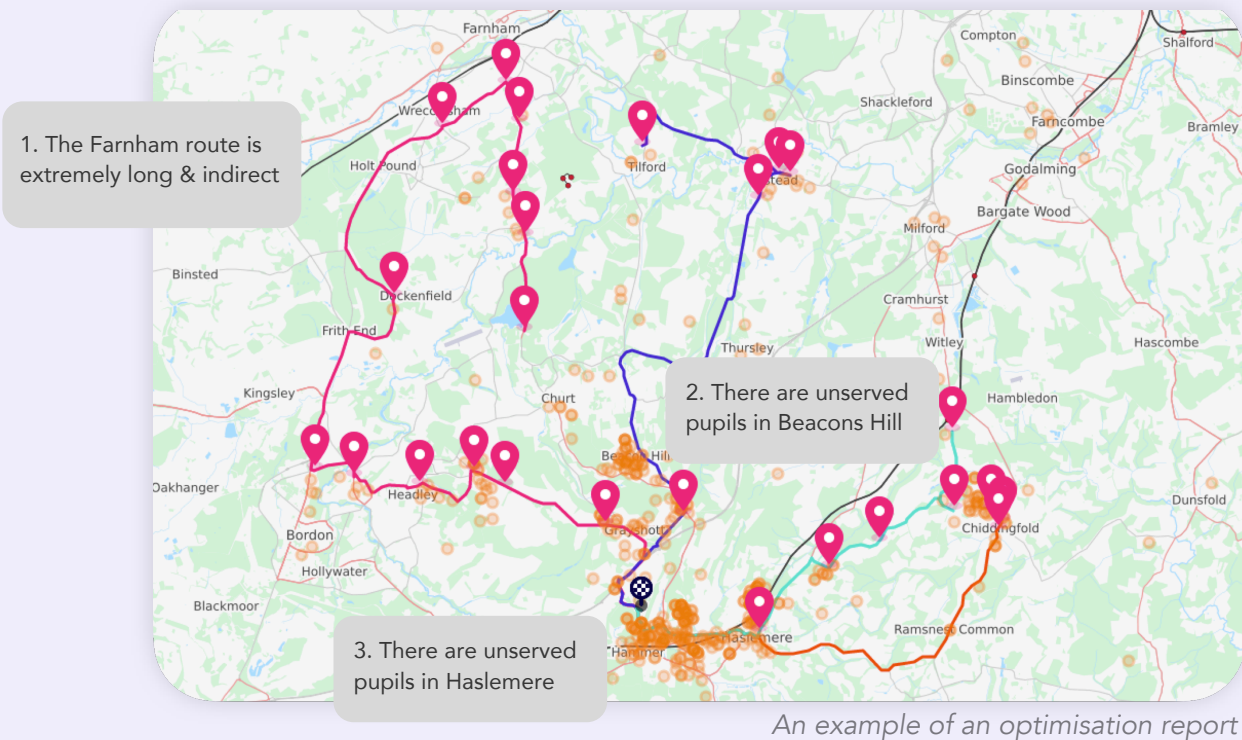


Dedicated support team



Example continual route optimisation report

Save time and reduce management costs. We constantly review reports and data to continually optimise our routes. We help identify poorly served students and build convenient timetables that suit you.

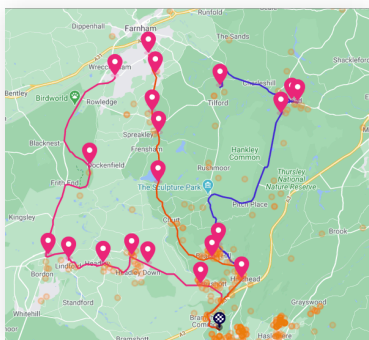


Option 1

Split into 4 routes, with stops added to Beacons Hill on the Farnham & Elstead routes

Pros: Direct across all three routes, two stops added in Beacons Hill

Cons: Additional vehicle/cost

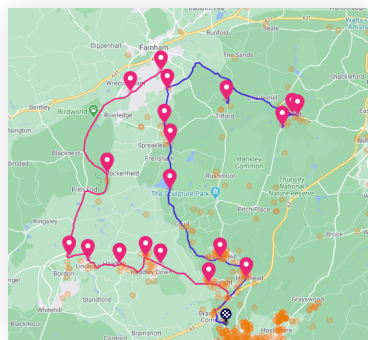


Option 2

Merge the stops directly to the South of Farnham into the Elstead route

Pros: Those in Frensham are served with a more direct route, one stop added in Beacons Hill

Cons: Those in Elstead have a longer route

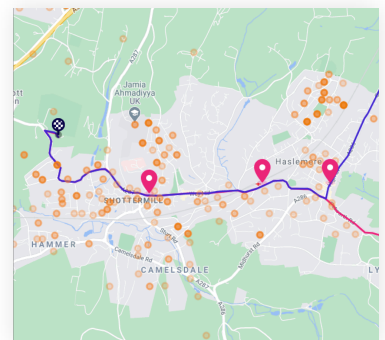


Option 3

Add in two stops in Haslemere to both Chiddingfold routes

Pros: Large number of people here, no additional cost

Cons: Ridership could be lower due to proximity to school



THE SUSTAINABLE CHOICE

Reduce air-pollution and car traffic around your school

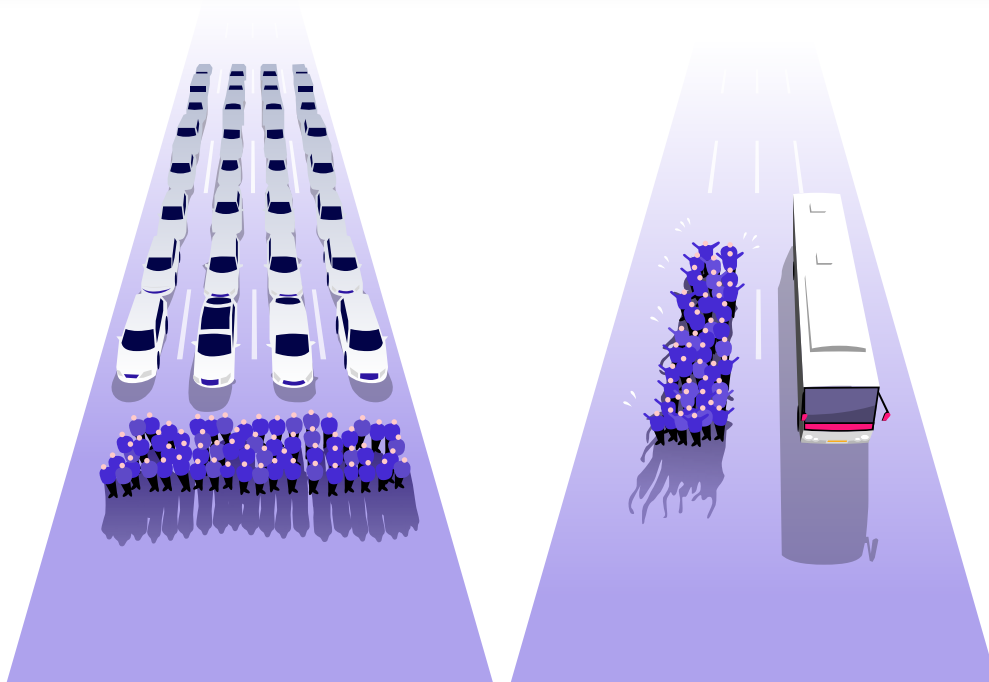
Meet your sustainability goals by reducing air pollution & car traffic around your school.

In 2020, we saved our clients nearly 4,000 tonnes in CO2 emissions in total. That's the equivalent of planting 186,059 trees.



One Zeelo bus removes 30 cars on average reducing congestion in the area.

By running just one service with us, we could save you up to 5 tonnes of CO2 a month. Reach your sustainability goals and reduce parking & congestion around your school.



“ Since Zeelo's service began we have seen a significant decrease in traffic and congestion around KES School. ”

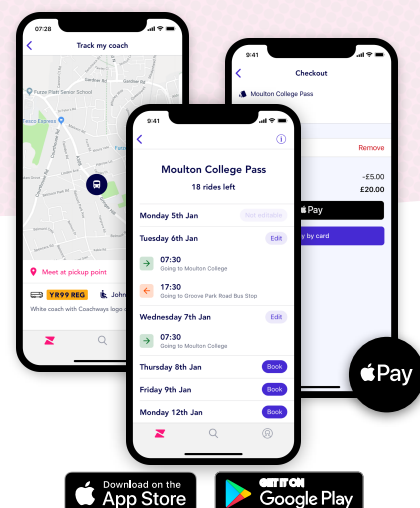
Parent, King Edward VI School

The sustainable choice for your school and students



Ticketless technology

There is no need to print out tickets or term passes. All of our tickets are sent directly and managed in our apps and booking platforms. No need to print out information about transport information as everything can be accessed via our website and helpful booking guides and videos.



We're planting up to 10 trees in the UK

For every call or meeting booked in with us from now until 2022