Immense

How Immense is helping Addison Lee improve fleet efficiency and passenger experience

Addison Lee is driven by exceptional standards, the latest technology and an executive service that's consistent. But expanding this world-class service into the future, required an insight that Addison Lee didn't yet have.

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At a glance

KEY BENEFITS:

- Data-driven decisions about future mobility offerings
- De-risk modification of mobility service operations
- Improved visibility of fleet efficiency across space and time

KEY SYSTEM FEATURES:

- Digital replication of real-world operations
- Fleet configuration, including volume, allocation logic and drivetrain
- Different and manipulatable service tiers
- Adjustable service demands, service level agreements and fleet buffer time
- Visualise impact of fleet adaptations across time and space

The background

Addison Lee Group is the largest managed premium car service in the world and counts more than 80 percent of the FTSE 100 as its customers.

Being the first UK ground transport business to launch a booking app, Addison Lee has always been at the forefront of fleet technology. So, when it came to exploring alternative strategies for its future mobility offering, Immense was the ideal solution.

The mission

Running 4,800 vehicles and servicing up to 30,000 rides per day in London alone, Addison Lee runs a significant operation.

Being eager to ensure that its business success of today survives the competitive challenges of tomorrow, Addison Lee required a deeper insight into its current fleet operation and how this could be optimised for future business tactics.

Specifically, Addison Lee wanted to explore:

- Balancing fleet supply with demand
- Strategies for serving increased demand
- Effectively pre-positioning vehicles
- Reducing passenger wait time
- Understanding spare capacity
- Opportunities to reduce emissions

The solution

The Immense team worked with Addison Lee to create a digital replication of their real-world fleet operation in London. This involved using operational data, including trip requests, vehicle allocation, pick up times and drop off times.

Addison Lee could then access the platform to simulate different scenarios for possible future fleet configuration. This included adapting vehicle allocation, altering fleet size and identifying demand hot spots.

The results

Using the Immense platform, Addison Lee can now determine the impact that different operational levers will have on the performance of their services.

In particular, Paul McCabe (Director of Corporate Development and Mobility Innovation at Addison Lee) and his team have been able to explore:

Unimaginable insights

"Immense has powered us to explore a range of alternative scenarios, using simulation capabilities that are extremely difficult to build or access ourselves."

Enhanced passenger experience

"Working with Immense has been largely about improving the passenger and driver experience. With improved arrival time accuracy, we can service customers quicker and allow drivers to have a more optimal balance of jobs."

Improved fleet efficiency

"By understanding and exploring fleet efficiency, we can reduce our vehicles' 'empty miles' and associated emissions and costs."

Capacity to service additional demand

"Our partnership with Immense enables us to look at servicing higher demands, that we are perhaps not meeting today, with a more optimally positioned fleet."

The future

Addison Lee are exploring how to use the Immense platform to manage demand prediction, vehicle propositioning, dynamic pricing and fleet electrification.

All with the intent of making them the best premium private hire service now, and in the future.

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Discover what we can create together

If you want the power, insights and technology to enhance your future mobility offering, **get in touch with the Immense team today.**

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