

Ebook



Including the Operational Excellence Checklist

8 Steps to Operational Excellence

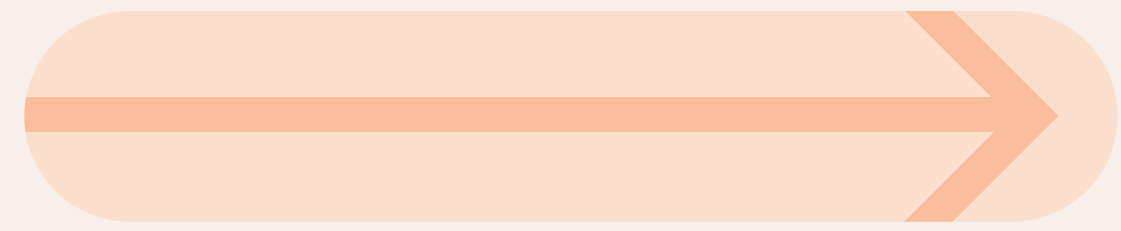
How to streamline your operations and take your shared mobility service to the next level

Wunder Mobility

Whether you have an established shared mobility business or you're just starting out - it's never too late to optimize your operations and ensure that everything is running as smoothly as possible.



Read on to discover our 8 steps to Operational Excellence and find out how you can take your business to the next level by implementing smoother processes to lower your costs and maximize your profit!



What is Operational Excellence?

Operational excellence is about finding the best possible balance between demand and supply so that you can deliver outstanding service at the lowest operational cost.

It can be achieved with the help of great mobility software solutions which help you to decrease your operating costs with special features such as fleet automation, geo-spatial analytics, and dynamic pricing.

To achieve operational excellence in your business, you need to make the best possible use of all of the features available to you in your software.

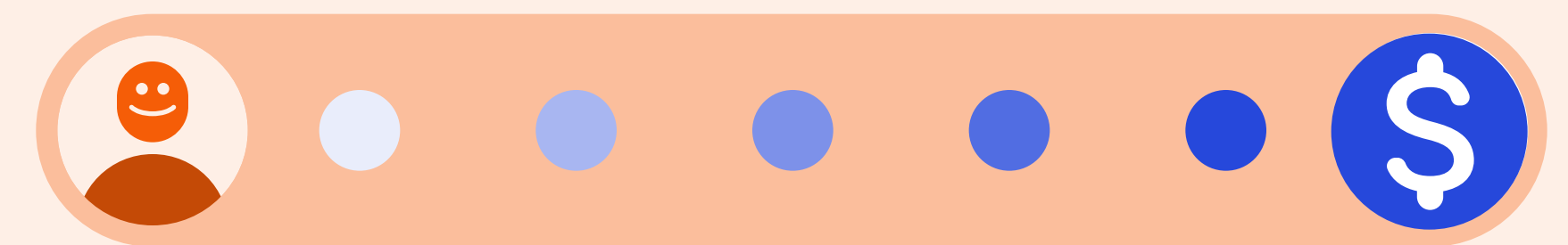
Why is Operational Excellence important for shared mobility operators?



There are many things that you have to do in order to make your shared mobility service profitable. Not only do you have to adhere to local regulations and keep up with local demand, you also need to ensure that your internal work processes are as efficient as possible.

When you think of your operational costs, you might think that your vehicles and more specifically the batteries are the most expensive part of your business, and you're almost right. Although batteries are one of the biggest costs you have to handle everyday, there is a bigger cost you're likely not so aware of - the cost of your entire operations.

Operational excellence reduces this overall cost by structuring your processes to reduce and simplify your internal workload, while ensuring that your customers can find a clean, serviced and charged vehicle when and where they need it.



Happy customers = more revenue for you, so not only does operational excellence mean smoother processes and lower costs, it is also the route to higher profitability!

right
vehicle

right
time

right
location

How to make your operations more efficient

For shared mobility providers, the ultimate goal is to provide customers with the right vehicle in the right location at the right time.

To make this happen, you have to carry out multiple operational and strategic tasks on a day-to-day basis, but if these tasks are not clearly managed and organized, then you could find yourself putting in more (avoidable) effort and paying higher costs in the long run.

Before you start on the road to Operational Excellence, you need to take a good look at your operations and the way that certain tasks are being carried out. So, for each task work out whether it's done by ground staff or managed remotely.

And, ask yourself how the task could be managed better, using less effort and for less cost.

Once you have a good overview of the tasks you're carrying out on a daily basis, then you can start to work out how and where you can optimize your operations. With the help of our 8 tips, you can work through each and every area of your business to make it the best it can be.



Let's get started.

Step

One

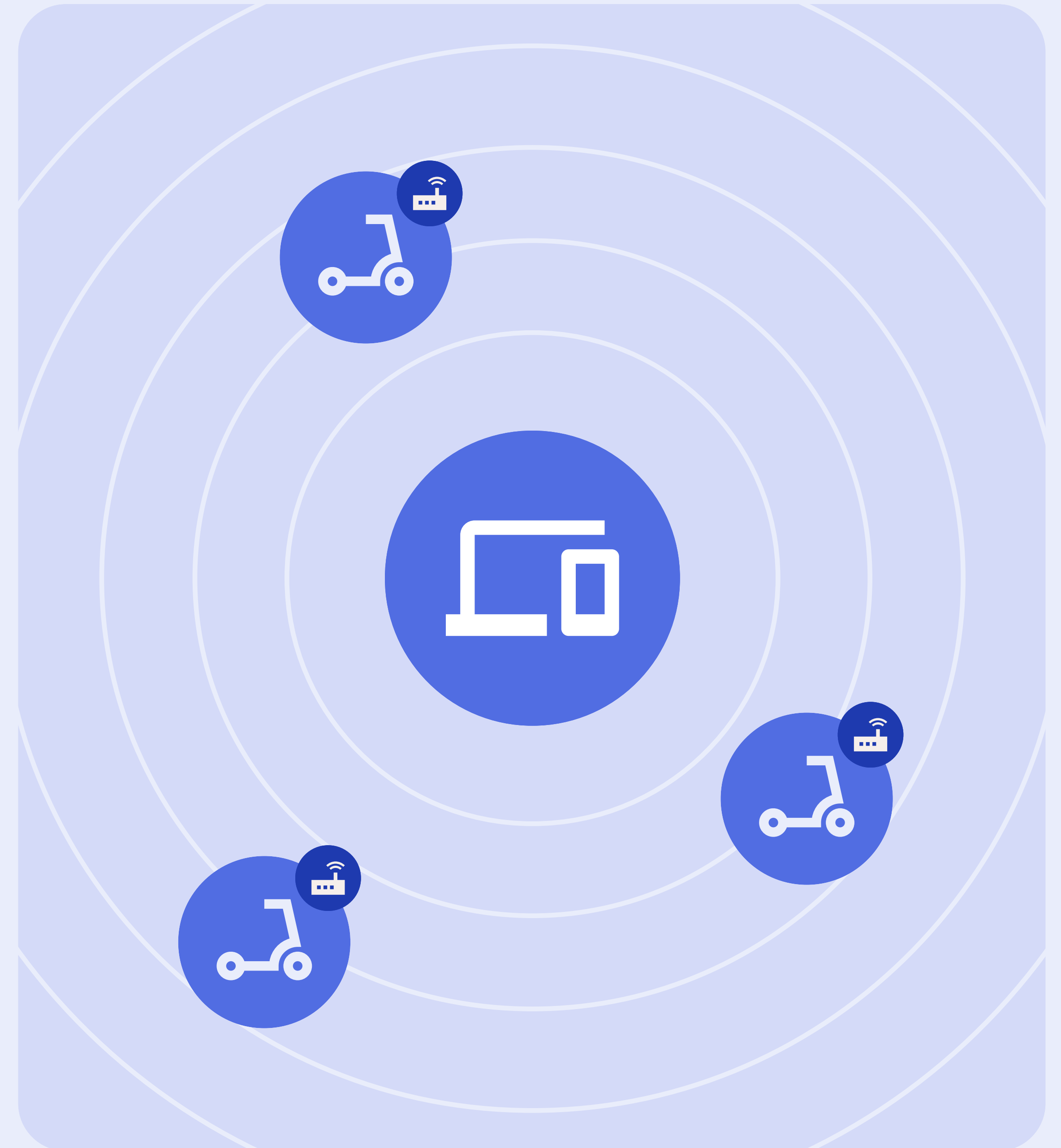
Ensure that all of your vehicles are connected to one system

Whether you have a fleet of vehicles from one or multiple different manufacturers, the first step towards Operational Excellence is to ensure that every single one of your vehicles is connected to one system.

Connecting your vehicles is incredibly important because it will mean that you can always have an overview of all of your vehicles and you will be able to automate tasks as you see fit.



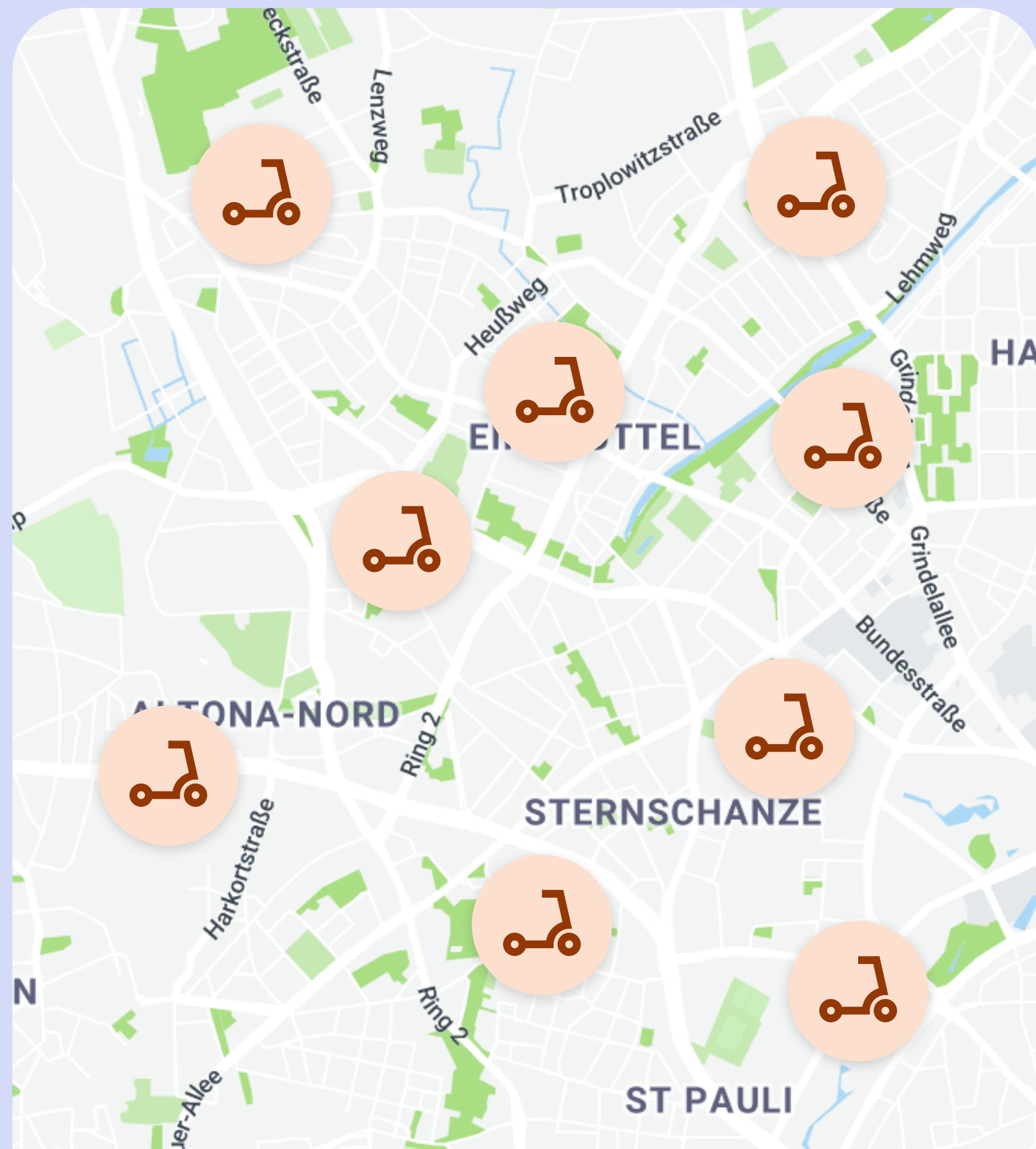
With the help of our IoT connector, we can connect your existing vehicles to our software so that you always have a comprehensive overview of the position, condition and overall health of your fleet. If you want to know more about connecting your vehicles to our software, talk to our team today.



Step

Two

Ensure that you have a good overview of your fleet at all times



Connecting your vehicles to a good mobility software means that you should have access to a central dashboard and maps of your different operational areas. This will enable you to keep an eye on your vehicles and the status of your entire fleet at all times.

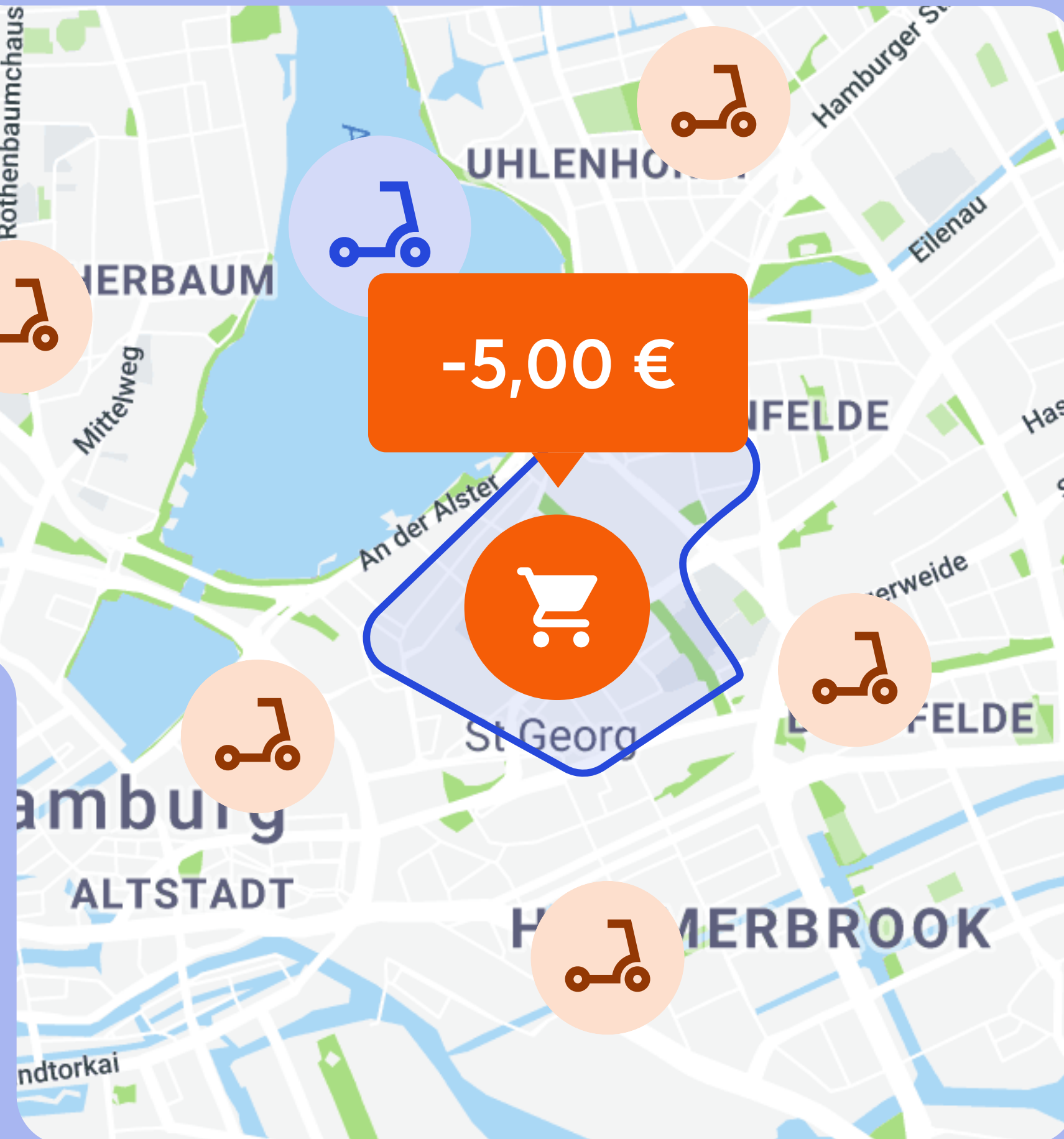
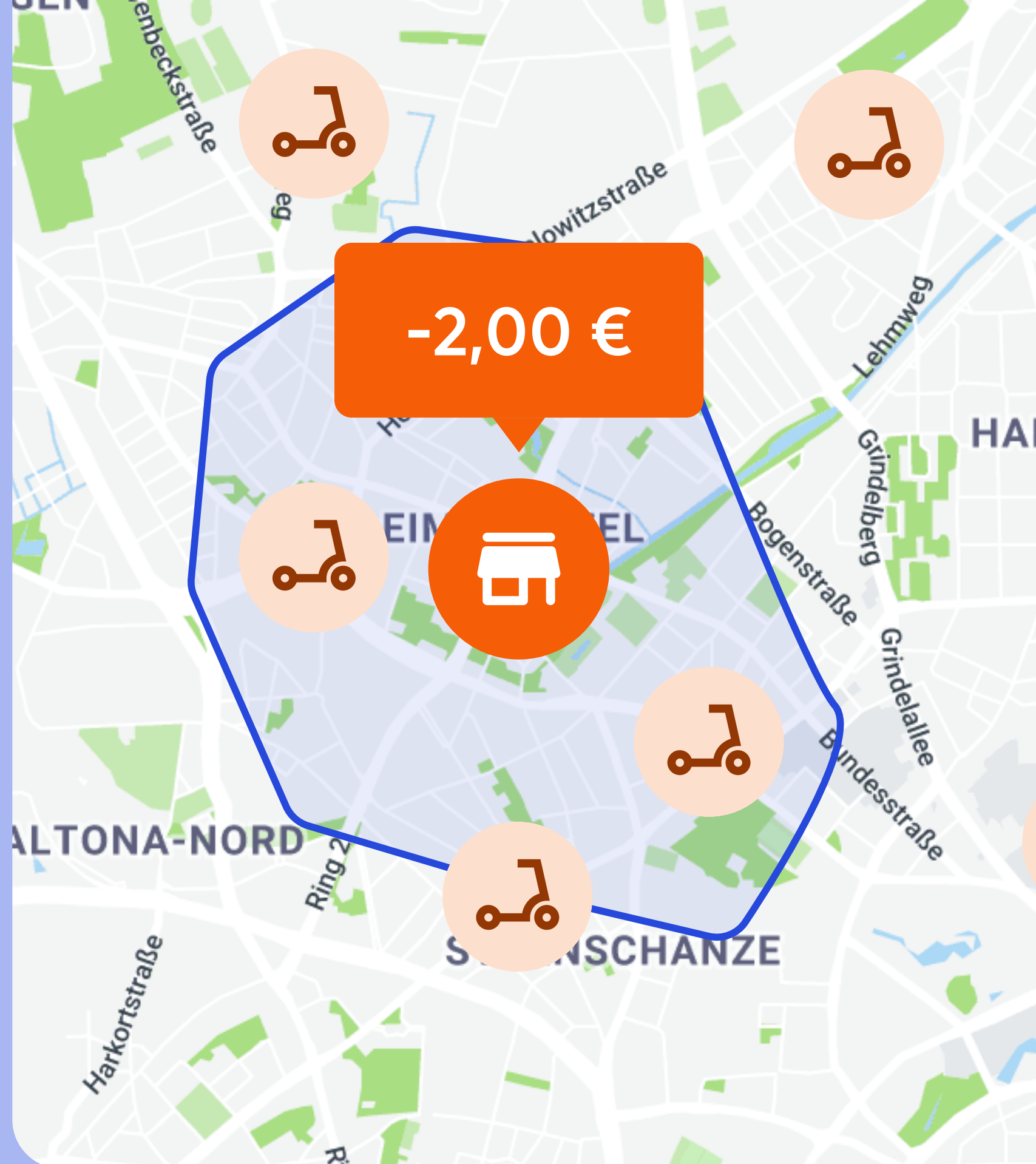
Using the dashboard or the maps, you should be able to see which vehicles need servicing, which vehicles have batteries that need swapping, which vehicles need a new helmet or wing mirror, and which ones are in need of urgent maintenance to keep them on the road.

You should also be able to see exactly where each of your vehicles are located and how much each one is being used. This will enable you to make strategic decisions about where to park your vehicles so that they can be used more.



With Wunder's software you can select specific vehicles on the map. You can also create filtered vehicle lists for things like energy levels, 'last moved,' vehicle types and locations. These lists can be saved and shared with your ground staff.

Make use of geofencing



Are you noticing that your team is spending a lot of time collecting vehicles from places that are hard to reach? You can rectify this by using geofencing to designate your business areas and to discourage your customers from taking your vehicles into places that you don't want them to go.

Geofencing is also useful when preparing for big events or occasions when certain roads or parts of the city are blocked off. With temporary geofencing you can block customers from parking in areas that will become inaccessible to you and save your team from having to go out and take all of your vehicles out of this area themselves.

Step

Three

Step

Four

Streamline operations by
creating automations



Automations are a great way to optimize operations without having to put in huge amounts of effort. Automating steps that require manual work will make your operations much less costly and more efficient.

One great automation is for the battery swapping state. When a customer uses a vehicle and ends their ride, the system will automatically note that the vehicle has less than 20% battery and will put the vehicle into the 'battery swap needed/battery low' state. This means you can see precisely which vehicles need a battery swap without having to go out and check them all manually and the staff on the ground can collect the vehicles in the most efficient way - i.e. they can pick up multiple vehicles with low battery in specific areas.



You can now automate battery swap notifications in our system. If a vehicle is marked as 'battery swap needed,' simply click on 'battery swap' and you will be guided through the entire process. This will unlock the vehicle and the only thing you will have to do is put in the new battery, close it up and tell the system that you've completed the battery swap. The vehicle will then lock and the system will make it accessible to your customers again.

Use webhooks to get notified every time anything changes

Step

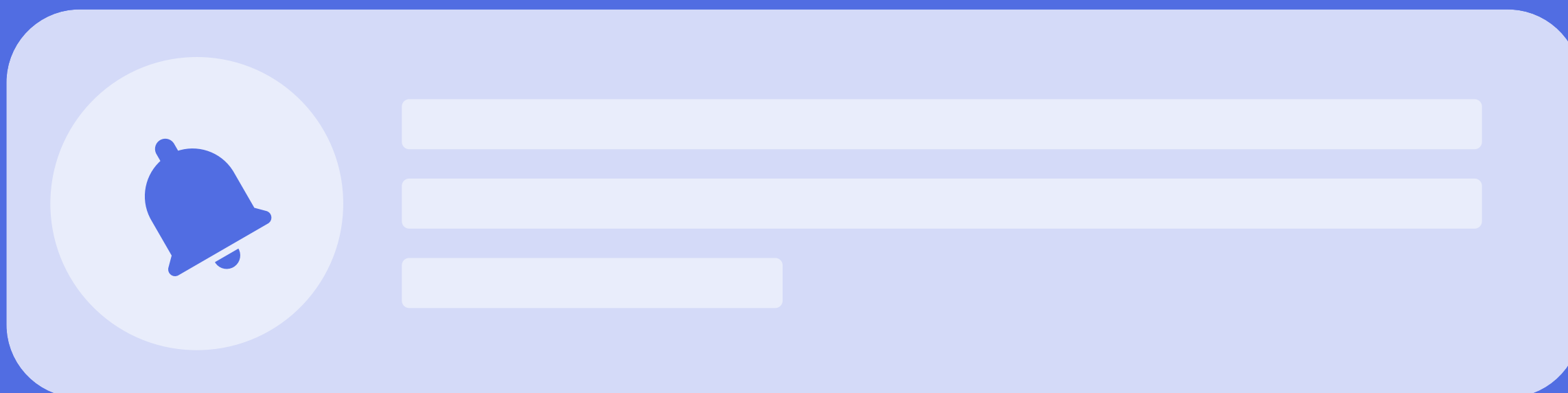
Five

Have you ever wished that you could get instant, real-time notifications every time something changes within your shared mobility system? Well, with webhooks, you get exactly that.

The biggest advantage of webhooks is that you can keep tabs on everything that's going on at all times, so you can take action whenever and wherever you need to.

Webhooks are notifications about things that are happening in the system. Essentially, they are messages which are sent from our database to yours. For example, webhooks notify you when the location of your vehicles changes, whenever a new payment method is added, and whenever a reservation is started, among other things.

You can use webhooks to maintain your fleet i.e. if you get a notification that states that one of your vehicles has new damage you can communicate with your ground staff to get them to check it out. Any vehicles that need repairing are not being used, so the faster (and more efficiently) this can be solved, the better. You can also use webhooks to get notified when helmets for e-mopeds get lost or stolen, so you can replace these quickly and keep your vehicles in operation.



Step

Six



Set up dynamic pricing

When it comes to running a successful and profitable shared mobility company payments and pricing models are incredibly important.

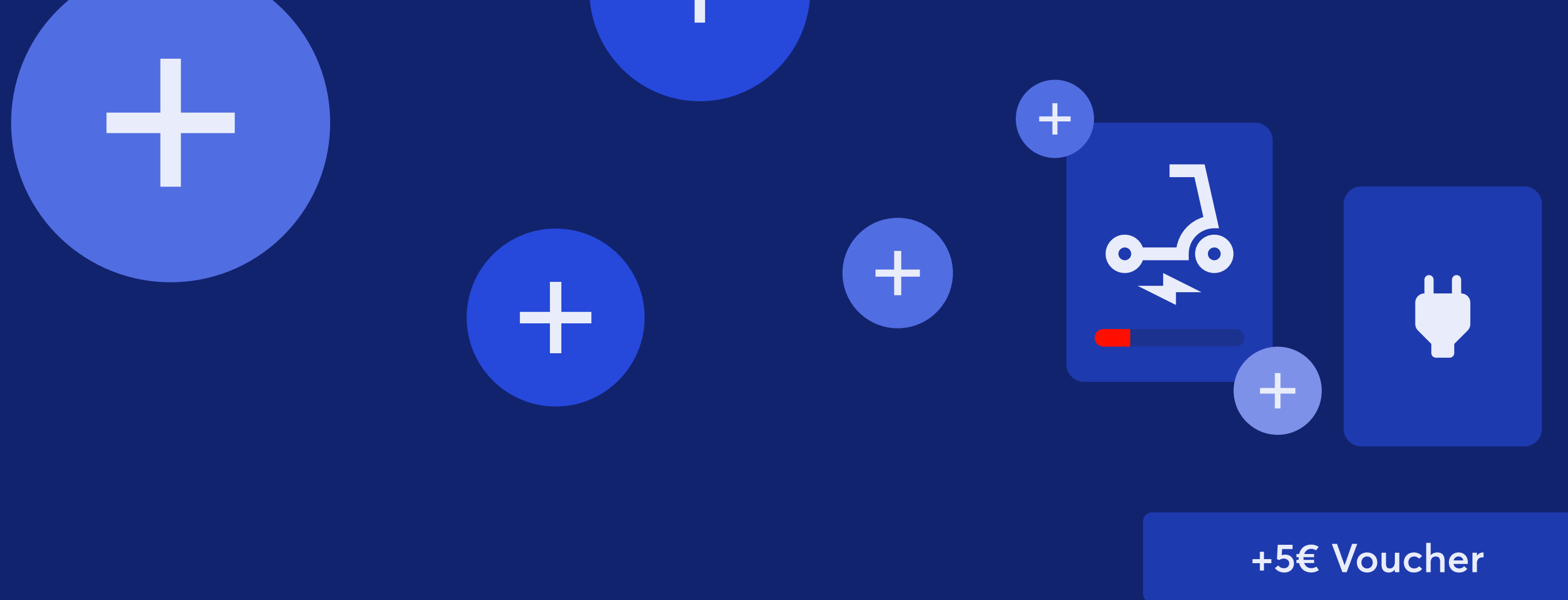
Discounts and promotion codes are great for keeping your vehicles in use as much as possible e.g. registration and referral codes for new sign-ups can attract new business and other voucher codes for existing customers can incentivize customers to continue using your service on a regular basis.

You can set promo codes for specific locations, and assign expiration dates, the amount of times that certain codes can be used, and even the number of users that can use them. What's more, you can assign specific customers to specific promotions like special Christmas promotions for example.



With our software, you can set global pricing which means you can set a specific price for all your vehicles across all your markets. Or, you can use our dynamic pricing features to set different pricing for different vehicles, and even configure specific pricing for each of your locations. You can also set a price per minute or a price per km and add parking costs.

Step Seven



Incentivize users to do the hard work for you

Promo codes and credit packages are great for attracting and retaining customers but they're also perfect for incentivizing your customers to carry out certain tasks for you, thus reducing the effort and money that you have to spend.

For example, you can create special offers so that customers who swap batteries themselves or take their vehicles to certain locations for you can gain a certain number of credits for future rides.



With our software, you can offer credit packages in different languages and set them up according to location too. We recommend offering a range of different packages e.g. a small package for €10, a medium package for €20 and a large package for €50, but it's totally up to you.

Step

Eight

Boost your fleet operations with partnerships

Partnerships are key for boosting your business. Partnering with local businesses, events or initiatives means that your marketing efforts can be amplified by a trusted partner resulting in a win-win situation for both of you.

By using special promo codes or notifications, you can encourage your customers to visit certain points of interest during specific times of the day, meaning that you can concentrate your business in certain areas and add value to your service thus incentivizing users and keeping them coming back for more.

Building partnerships with companies is also an excellent way to boost your business as you can offer their employees a free, safe, and eco-friendly way to get to work. Such partnerships are great for companies as access to shared mobility fleets can free up their car parks, reduce the amount of time employees spend commuting and lower emissions. It's a win for you too as you can secure consistent income, while only having to maintain and manage your operations in a specific location.

Operational Excellence Checklist



- Map out all of the tasks that you do on a daily basis
- Work out how the tasks are currently being carried out and by whom
- Connect all your vehicles to one system
- Automate repetitive and laborious tasks
- Set up webhooks to get notified of all important things in your system such as damage, battery swaps, loss of helmets etc.
- Set up dynamic pricing that works for you and your customers
- Incentivize users to carry out certain tasks with promo codes or credit packages
- Boost your operations with partnerships

Ready to optimize your operations and maximize your profits?

Here at Wunder Mobility, we offer a wide range of features and services to help you launch and scale your shared mobility business with ease. From connecting vehicles, to setting up automations, to finding the right pricing model, we can help you do it all and give you the tools you need to manage every aspect of your business - all in one place.

So, what are you waiting for?

Get in touch with us today and let's make your operations seriously smooth!



Wunder Mobility