

Mobility and the Gig Economy - COVID-19 Emergency Toolkit

Key considerations to maximise the value of mobility infrastructure in the global crisis

The unprecedented COVID-19 crisis has already had a major impact on the mobility service providers in the gig economy¹. While personal travel declines, there has been a surge in demand for home delivery. Mobility players are uniquely positioned to leverage existing operations to support the COVID response, but are currently under utilised. A new partnership approach would help suppliers safely maximise the value of their assets in this time and beyond.

Key learnings and opportunities

Mobility services in the gig economy appear not to be as resilient as many anticipated....

The current crisis has led to a material drop in demand for gig economy mobility services, demonstrating the industry's lack of resilience to significant changes in travel patterns or demand



...with the consumer-centric approach of many providers limiting broader opportunities

Most gig economy mobility firms position themselves as pure B2C providers, which has left them exposed to the full impact of falling consumer demand during the COVID crisis



Redeploying existing operations through B2B and B2G partnerships could provide near-term opportunities...

Mobility firms are uniquely positioned to efficiently serve growing government and corporate demand for related services, by leveraging their existing workforce, operations and infrastructure



...allowing these players to establish themselves as a vital part of transport infrastructure...

Global perceptions of gig economy services could be transformed if providers are able to effectively support the global response, which is likely to support their core business growth post-recovery



...and providing a wider range of long-term prospects in a changing world

Global travel patterns could fundamentally change as a result of the current crisis. Expanding service propositions and customer relationships could offer providers a wider range of future opportunities

Example near-term options



Commercial delivery services

Situation

As increasingly stringent lockdown and social distancing measures are put in place, demand has shifted from moving people to goods and services to moving goods to people in their homes

Opportunity

Mobility firms are well-positioned to solve this by developing corporate partnerships offering delivery services that bring goods to peoples' doorsteps using their existing platform



Partnering with transit authorities

Situation

Demand for transit services has declined materially (over 70% globally), resulting in inefficient mobility whereby public transport modes are struggling to manage demand while maintaining adequate social distancing

Opportunity

By partnering with transit authorities to ensure key workers get to work, mobility companies can alleviate pressure, build key relationships with public transport bodies, and integrate themselves into essential transport infrastructure



Helping government support vulnerable customers

Situation

Lockdown measures have seen all vulnerable people confined to their homes without easy access to medicines, food or other supplies. The current solution is to rely on aid from family, friends, and the community

Opportunity

By partnering with the Government, mobility businesses can offer the network, workforce and accreditation credentials to transport essential items to people in a safe, reliable, organised, and efficient manner



Supporting essential health workers

Situation

Healthcare professionals are working round the clock to fight the crisis, while around them access to services they need to work effectively are becoming increasingly hard to attain

Opportunity

By partnering with healthcare authorities to offer free rides, care packages, and transport of medical supplies, businesses can build public support and be central to the COVID response

How Teneo can help

- Teneo's global transport practice comprises recognised industry experts who understand the strategic, commercial, and operational principles relevant to mobility leaders and can provide support to CEOs and business leaders on understanding and responding to the crisis
- We have unique expertise working with public operators and government bodies as well as private technology-centric mobility companies, providing us with insight on all stakeholders to deliver impactful CEO-level support during crises and service recovery
- Our consulting team has experience supporting mobility companies complete commercial and strategic assessments to allow them to further expand their service propositions and maximise the value of their assets in both the short and long term
- Our government relations and communications teams have a wealth of experience working with senior government stakeholders to foster effective collaboration and communicate key brand messages to both consumer and corporate customers



Matt Lovering

Senior Managing Director
Global Transport Lead
Matt.Lovering@teneo.com
+44 (0) 7977 931157



Jeff Gallart

Senior Vice President
Global Transport Practice
jeff.gallart@teneo.com
+1 (202) 558-3182