KPIs for vehicle sharing and vehicle pooling

KPI Inspiration

KPI	Why	Question to answer
Vehicle utilisation rate	• Informs decisions about fleet size, profile and distribution	• How often are vehicles in use and idle
Trip frequency and duration	• Provides insight in customer demand patterns and fleet availability	• How often are vehicles used and what is the duration
Maintenance and downtime	• Helps to predict the impact of downtime on service availability and customer satisfaction	• To what extend are maintenance schedules met? • How often are vehicles down unexpectedly?
Net Promoter Score	• Helps to identify areas for improvement in customer experience	• To what extend would your passengers recommend your service to others?

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KPI Inspiration

KPI	Why	Question to answer
Trip completion rate	• Provides insight in reliability of the vehicle sharing service	• What % of the requested trips are successfully completed?
Average wait time	• Helps to improve customer experience and operational efficiency	• How long does a passenger need to wait until they are picked up
Cost per passenger kilometre	• To manage budgets and resources effectively	• What are the total costs per passenger kilometre?
CO_2 emissions per (passenger) kilometre	• Provides insight in sustainability performance	• What are the emissions per (passenger) kilometre driven?

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