

ChargePoint and Your Business

The Challenge

Commercial businesses can benefit substantially from offering electric vehicle (EV) charging services. But with limited staff—and time—to manage EV charging operations, you may find the proposition overwhelming. Many EV charging solutions are difficult to deploy, maintain and manage, and keeping track of energy usage for tax and compliance reporting takes highly qualified staff. How will you meet the growing need for EV charging as more and more of your customers drive EVs? And how can you capitalize on offering this valuable service to your clientele?

The Solution

Commercial businesses such as retailers and parking garages can leverage advanced features in the ChargePoint® solution to streamline EV charging operations and management, and take advantage of all the benefits of offering EV charging to customers. ChargePoint enables remote station management and rights granting, so you can offload certain tasks, such as station maintenance or billing, to third-party providers. As a cloud-based solution, deployment is fast and easy, and with ChargePoint's patent-pending Connections feature, giving access to drivers is as easy as clicking a few buttons. ChargePoint empowers you to build a relationship with EV drivers through branded loyalty programs, targeted offers and automated notifications, and keep them coming back to your business.

Retailer Vision

"The cost for us is well worth it for the customer convenience. We find it is a good return on investment."

– Debra Gunn Downing,
Executive Director, Marketing
South Coast Plaza Shopping Center

Raise brand awareness and generate revenue

- Keep your brand top of mind with customized ChargePoint cards and loyalty programs through ChargePoint Connections.
- Use ChargePoint Connections to target loyal customers with special offers and discounts via email and text message.
- Know immediately when customers arrive in your parking lot and plug in, before they even walk through the door.
- Communicate special offers that are timely and specific, either at the station or on drivers' mobile phones, as soon as they arrive.
- Analyze and leverage customer usage trends such as frequency and length of stay with ChargePoint's advanced analytics engine.

Attract the largest number of EV-driving customers

- Get free advertising by making your stations visible as a part of the largest network of EV charging stations—most EV drivers carry ChargePoint cards.
- Attract new customers from the ChargePoint driver website, navigation systems and mobile apps.
- Inspire loyalty through consistent communication with EV drivers that frequent your parking lot.

Streamline EV charging administration and operations

- Group stations together in logical ways for configuration, reporting and streamlined administration.
- Simplify and automate driver approval with ChargePoint's patent-pending Connections feature.
- Safely grant rights to other admins or third parties to lighten the operational burden on IT staff.
- Apply pricing policies for greater control over charging fees and usage.
- Streamline operations by integrating HR, security or building management systems with ChargePoint web services APIs.

Example Corporate Customers

