

# How Reliable Charging Impacts the Customer Experience for EV Drivers

The e-Mobility market has passed the point of no return. After the initial boom in building an EV charging infrastructure from scratch, the industry is taking the next steps toward profitability. Crucial is winning over EV drivers and keeping them engaged by delivering reliable and speedy charging services at low cost—ultimately leading to better customer experiences for drivers. For many, it’s hard to know where to go next when navigating an uncharted industry. We recently brought together two industry experts ready to share their thoughts about the EVC market, guest speaker Su Doyle, Senior Analyst at Forrester Research, and Robert Krause, VP Electric Vehicle Charging Business at Diebold Nixdorf.



**Su Doyle**  
Senior Analyst  
Forrester Research

EV adoption is certainly experiencing an uptick. Sustainability is one driver. At Forrester, we apply a “green” consumer segmentation. Active Greens and Convenient Greens are most likely to purchase an EV. Both segments combined represent 50% in 7 large European markets and 39% in the US1. So, this means that convenience and price aspects remain influential and charging plays into both. We also see people getting more accustomed to EVs in other areas like public transport or ridesharing. So there’s a lot more for understanding what’s going on.

It’s all about change management. Whenever someone’s trying anything new, like e-Mobility, any challenge becomes greater and more frustrating. Anticipate how you can be helpful. Use short videos. There’s no time to read a whole website, but a quick video of how do I charge this and how do I pay is really helpful. The charger operator that offers range anxiety insurance. If my EV runs out of power, I will be towed to the nearest station. The charge points themselves. Where can I get a cup of coffee? Can I take a walk? How much time? In other words: make it as smooth and seamless as possible.

We see some interesting cases in the B2B space. BGE in the US cooperated with Lyft to offer Lyft drivers discounted EV renting instead of driving a personal car – both educating and helping to save them money at the same time. EDF in the UK offers “A Day in the Life” videos for B2B companies, showing them what it is like to use the EVs, what it is like to charge, what maintenance needs to happen. With B2B, it’s also very much about TCO. What will the business case be if initial rebates are gone. Also, roadmap planning and consultation services can be of relevance in the B2B space.

Put yourself in the shoes of your customer. Understand what they are going through. If range anxiety is a problem, address that. If you know that nighttime charging is an issue, address that. Some utilities put in charging stations and went for inexpensive real estate. No roof, bad lighting, poor directions. A very bad experience. They wanted to support their clients and capture new business, but instead their contact center was buried with calls.

Think beyond just product, service or price. Functionality can be differentiating for a time. But the real differentiator is experience. If you think you know your customers now, you have to think again. You have to add in sustainability – how committed they are to it. And people generally tend to do a lot of research before they decide for a vehicle purchase. They will do even more research now. That means they want to lean on vendors more to find out more. So use that curiosity as a way to educate. You will need to think through what you can do to help them incorporate an EV into their daily life. Ensure you know what they experience. And take a road trip yourself!



## WHAT MAJOR DEVELOPMENTS DO YOU SEE IN ELECTRIC VEHICLE ADOPTION AND IN EV CHARGING?

## WHAT ARE BEST PRACTICES FOR DELIVERING A GREAT CUSTOMER EXPERIENCE IN B2C E-MOBILITY?

## LOOKING AT B2B SCENARIOS: WHAT IS IMPORTANT FOR COMMERCIAL FLEETS WHEN IT COMES TO CUSTOMER EXPERIENCE?

## HOW CAN WE FURTHER IMPROVE THE CONVENIENCE OF EV CHARGING FOR DRIVERS?

## WHAT IS NEEDED TO SUCCEED IN A MATURING E-MOBILITY MARKET?



**Robert Krause**  
VP Electric Vehicle Charging Business  
Diebold Nixdorf

We see lots of things happening in e-mobility right now. Investments from car manufacturers and fuel retailers, acquisitions and consolidation, government initiatives such as NEVI and AFIR, technological innovations, new business partnerships, and so on. It’s a vibrant market and maturing fast. Next to further growth in charging infrastructure, we now also see more attention to delivering great customer experiences. Reliable, convenient and speedy charging is on the radar, and I think this will expedite further adoption of EVs by consumers.

For me, as EV driver, it is all about reliability, speed and convenience – and in that order. It’s a no-brainer that a charger must be up and running – full stop. Speedy charging is next, meaning no queuing times when I stop, and enough power to charge in say 15 minutes. This time allows me to have a convenience break to buy some coffee or lunch and then move on again. When planning new infrastructure, these things should be factored in from the start. Site layout and roofed chargers, multiple payment options, a convenience store to buy a snack, but also after-sales support and maintenance, to avoid downtime of chargers.

In B2B, uptimes are even more crucial than in B2C scenarios. The charging infrastructure needs to be ‘always on,’ with uptimes close to 100%: the lost income of a truck stand-still due to an empty battery is simply too high. High charging speeds and megawatt chargers for heavy-duty vehicles are important too. Moreover, offering an integrated driver experience including the convenience of meals, snacks and coffee remains important. For urban fleets, such as delivery vans, taxis and buses, fast public charging is less of an issue. Here, convenient access to nightly depot charging and top-up charging will be more relevant.

Convenience starts with high charger uptime. Drivers expect the same reliability of chargers as they do for traditional fuel pumps. This means we have to put a proper maintenance process in place. In 80% of the cases, charger issues can be solved remotely. Hence working with a ‘single point of contact’ services provider that offers both remote and on-site corrective and preventive maintenance will be a big plus. In addition, using smart spare parts logistics processes and having access to certified service engineers trained by manufacturers, are key for delivering reliable charging experiences to drivers.

For a good customer experience in both B2C and B2B, we need more public fast-charging stations that are reliable and always up and running. Streamlined permitting processes and increased grid capacity are instrumental to achieve this, but let’s not forget about profitability either. The biggest incentive to mature the industry fast is to find ways – as industry partners together – to be more profitable by offering reliable, fast and convenient charging services to different groups of EV drivers including families, commuters, and truck drivers.

## THE TAKEAWAY

The e-Mobility market is rapidly evolving. On the path to profitability, it is crucial to consistently deliver great customer experiences to EV drivers. Reliability of service, speedy charging and convenient ways to spend the dwelling time at a charging station are important considerations for drivers where to charge next. Interested to learn more on how to win over new drivers while building loyalty and trust among existing ones with reliable charging? Then visit [www.dieboldnixdorf.com/evc](http://www.dieboldnixdorf.com/evc), and explore Diebold Nixdorf’s maintenance and support services for charge point operators and charger manufacturers.