

Electric Car

I N S I D E R

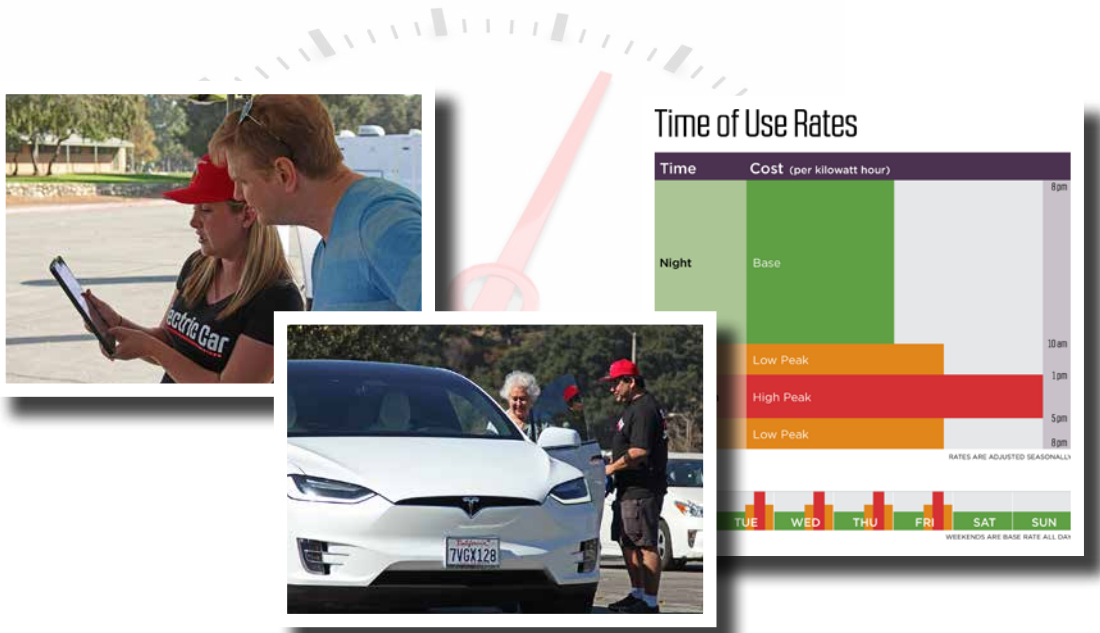


EV Navigator

A comprehensive EV Program for Utilities

EV Adoption

Utility EV programs are tasked with community engagement
First generation tools are Outreach & Education, Incentives, EV Rates.



There are three limitations of the first generation utility EV programs:

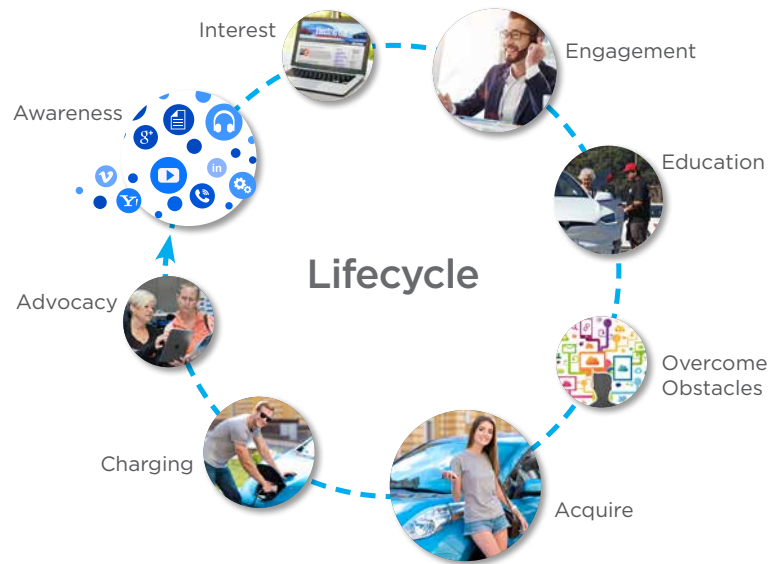
- 1 There is no comprehensive, step by step path to guide customers through the acquisition lifecycle.
- 2 There is no way to optimize EV Adoption at each stage of the lifecycle based on Key Performance Indicators, (KPIs) and feedback loops.
- 3 There is no way to deliver “sales funnel” style pipeline reports to Senior Management characterizing how many people are in each lifecycle stage, and reliable forecasts for EV adoption and EVSE installs.

Electric Car Insider has solved these problems and developed a comprehensive **EV Program framework for Utilities** based on next-generation Customer Relationship Management (CRM) business processes.

EV Navigator

A comprehensive EV Program for Utilities

EV Navigator assists prospective EV drivers to navigate the journey from EV awareness to EV advocate with a step-by-step process.



KPIs enable EV program managers to fine tune programs to optimize EV adoption at every step of the customer lifecycle.

Sales funnel analytics allow EV Program managers to report to senior management on the state of the market and provide reliable forecasts to planners.



Solution Preview

Schedule a screen share conference with the developer today.

Electric Car Insider will demonstrate to senior management how EV Navigator provides utilities with a step-by-step path for EV adopters that delivers the crucial market reports needed by decision-makers.



Christopher Alan

CEO

619.335.7102

chris@electric-car-insider.com