

Electric Car

I N S I D E R

EV Navigator

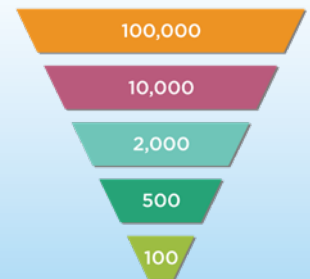
A comprehensive framework for utility EV programs



Understand the customer experience



Provide education, tools and resources



The screenshot shows the EV Navigator Sponsor Dashboard with a table of outcomes. The table has columns for Stage, Total, Goal, Goal Trend, and % of Goal. The data is as follows:

Stage	Total	Goal	Goal Trend	% of Goal
Engage	250	150	▲	133%
Learn about EVs	150	80	▲	138%
Overcome Obstacles	20	40	▼	50%
Buy an EV	10	5	▲	133%
Learn about Charging	15	10	▲	133%
Advocate with Peers	4	4	▲	100%

Measure and report on outcomes

1 Customer Experience

A Fun Way to Learn about Electric Cars

EV Navigator provides your customers with a fun and comprehensive way to learn about electric vehicles from beginning to end. This interactive courseware, resource library and expert community assists prospective EV drivers to navigate the journey from EV awareness to EV advocate with a step-by-step process.

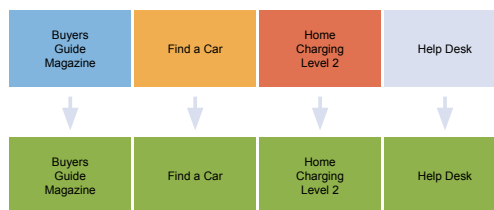


Comprehensive Framework

EV Navigator includes a comprehensive framework for organizing educational resources — articles, applications, documents and activities people need to understand their electric transportation options and overcome any obstacles on their journey to EV ownership.

Keeping Track of Progress

EV Navigator lets users track their progress in learning about EVs and plan their next steps. A visual dashboard with tiles that change colors as topics are finished, helps users see which tasks are complete.



Document Downloads

This installation includes five downloadable magazines that present the industry's reference standard documentation on:

- 16-page **EV Basics Guide**
- 64-page **EV Buyers Guide**
- 26-page **Residential EVSE Buyers Guide**
- 64-page **Commercial EVSE Buyers Guide**
- 16-page **EV Incentives Guide**



As Little or as Much as Customers Need

EV Navigator is the most comprehensive interactive educational app that allows customers to get just what they need. Included:

- A guide explaining the basics of EV operation
- Independent full-page reviews of all production EVs
- Register for an event or Ride & Drive
- Calculate tax credits and check for incentives
- Contact the Help Desk to resolve any obstacles
- Find a reputable local EV dealer and tips for purchasing
- Learn about the different levels of charging
- Talk to an electrician or get a charger installation quote
- Meet like-minded people and share what you learned
- And much more...

2 Manager Tools

Track, Measure and Report EV Program Outcomes

Get immediate feedback from your customers using EV Navigator. Strategically placed throughout the app are “goal accomplishment” mini data entry forms. This allows the end-user to tell us about

- EVs purchased
- EVSE program, chargers purchased and installed
- Time-of-Use Programs
- Advocacy Interest (an EV program amplifier)

Mini Survey Example

Did you purchase or lease an electric car?

☐ Yes
☐ Not yet, but I'm still interested
☐ No, I decided against an electric car

Which model did you choose?

Make Model

Management Report Outcome

Did you purchase or lease an electric car?	
Yes	10
Not Yet, but I'm still interested	67
No, I decided against an electric car	3

Massively Scale EV Adoption

EV Navigator provides a quick view dashboard and detailed reports on end-user behavior and utilization of the system. The dashboard gives managers insight into how many people are on each stage of the EV acquisition cycle, revealing consumer insights and preferences. Using EV Navigator, managers can optimize EV Outreach processes

and reliably report progress to senior management. For an in-depth view of the data, EV Navigator is also fully integrated with Google Analytics.



EV NAVIGATOR Sponsor Dashboard				
Stage	Total	Goal	Goal Trend	% of Goal (last month)
Engage	200	160	▲	125%
Learn about EVs	100	80	▲	125%
Overcome Obstacles	20	40	▼	50%
Buy an EV	10	8	▲	125%
Learn about Charging	15	10	▲	150%
Socialize with Peers	4	4	▲	100%

An entire Framework for your EV Program

EV Navigator provides you with every tool you need to guide your customers along the path of EV adoption from beginning to end. It allows you to identify those most likely to become EV drivers and EV advocates, and focus your resources on those customers.

Fully Customizable

The system can be modified in any way to meet the objectives of your EV program. EV Navigator is a desktop and tablet web application. A phone-optimized web application will be available at no extra cost beginning September 2021.

Solution Preview

To schedule a live demo of EV Navigator,
or obtain an evaluation account:



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