

INDUSTRY

RETAIL



GOALS

- + Attract and retain high value customers
- + Increase customer dwell time by 50% and revenue while keeping operational costs low
- + Monitor usage and provide detailed reporting to understand customer behavior

IMPLEMENTATION

- + Installed CT2021 charging stations with visibility and access available to all EV drivers and active ChargePoint members
- + Management and reporting through ChargePoint's cloud-based software platform

RESULTS

- + Over the course of nine months, more than 1,100 unique charging sessions took place
- + Increased average customer dwell time by 50 minutes (327%)
- + With only \$430 of electricity, RetailCo's gross revenue increased by approximately \$56K and a nationwide rollout of EV charging is now underway

Leading Retailer Partners with ChargePoint to Attract and Retain Loyal Customers

Founded in the early 1900s, RetailCo* (a company specializing in consumer goods) developed a concept in the early 1960s to become a destination retail location for upscale discount goods. By 1980, this retailer had over 80 locations across 11 states. Today, RetailCo is one of the largest retailers in North America with over 1,700 locations across the U.S. and Canada. RetailCo built its success as a single-stop destination for high quality goods at discount prices. While attracting new customers is every retailer's goal, making them a loyal repeat customer is every retailer's mission. Differentiating by cost of goods alone is a losing proposition, which is why RetailCo looks at the business holistically and leads the way by providing additional value-added services.

The Challenge

In early 2012, RetailCo decided to install electric vehicle charging stations at a new location in California. With studies indicating that over 85% of EV drivers have higher than average household incomes (\$100K/year and greater), attracting these customers is good business. The goal of the pilot program was to understand whether the charging stations would attract new customers and increase their dwell time. Dwell time is how long the average customer spends inside the store, and increasing this time leads directly to increased revenue. In order to understand the



With nearly 50% of all EV drivers already active members of the ChargePoint network, the pilot program charging stations were in use from the first day they came online.

* This document is based on data from an existing ChargePoint customer, but the company name has been changed for privacy.

ChargePoint software showed that charging stations increased average EV driver dwell time by 50 minutes.

effects of installing EV charging stations, RetailCo needed a solution that could track and monitor energy costs, sessions, session length, and unique customers. The solution would need to be flexible enough to eventually alter accessibility and offer various pricing models depending on who was using the station. In total, the solution would need to provide data proving that the EV charging stations attracted new and repeat customers and increased dwell time, with minimal impact to operational costs.

The Solution

ChargePoint offered six CT2021 dual-port Level 2 EV charging stations, networked and managed through their cloud-based platform. ChargePoint's cloud-based software provides the ability for RetailCo to make the stations visible and accessible to all EV drivers. It also provides all of the detailed reporting they need to understand usage and energy dispensed. With all of the EV charging stations supported by ChargePoint's driver services (including 24-hour call center), RetailCo employees are able to stay focused on core retail operations inside the store.

The Result




With nearly 50% of all EV drivers already active members of the ChargePoint network, the six charging stations saw usage the first day they came online. After nine months, using ChargePoint software, RetailCo was able to see there were 1,134 unique charging sessions. The average session length was 72 minutes, which was 50 minutes greater than RetailCo's known average dwell time. The charging stations dispensed 3,910 kWh costing RetailCo roughly \$430. With an average spend of \$1 per minute, RetailCo was astounded to see the additional revenue being generated from providing EV charging as a customer amenity. Midway through 2013, RetailCo had more than 50 Level 2 charging ports across multiple states and is working with ChargePoint on a U.S. and Canadian rollout plan targeting locations with the most EV drivers.

About ChargePoint

ChargePoint is the largest and most open network of independently owned charging stations in the world. Recognized by Pike Research as the #1 ranked global EV charging provider, ChargePoint provides everything station owners need to deliver turnkey charging services in their parking lots. For drivers, ChargePoint provides state-of-the-art features including the ability to locate, reserve, and navigate to unoccupied charging stations with online tools and mobile applications for iPhone and Android.

Contact Us

To learn more about ChargePoint solutions for Retail:

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