

# Boost Your Business's Appeal: A Comprehensive Guide to Installing EV Chargers for Enhanced Customer Satisfaction and Revenue



# Introduction

As electric vehicles (EVs) become more prevalent, the demand for convenient and reliable charging options is increasing. For business owners, installing EV chargers offers a unique opportunity to attract eco-conscious customers, enhance customer satisfaction, and generate additional revenue. This guide explores the benefits of EV chargers for businesses, explains the features of NGEN EV Charging Stations and the justCHARGE management platform, and provides practical advice on installation and marketing strategies.

## Benefits for Your Business

### Enhanced Guest Satisfaction

Providing EV charging stations can significantly improve satisfaction among customers who drive electric vehicles. Knowing they can charge their vehicles while visiting your business adds convenience and peace of mind, making your business a more attractive destination.

### Competitive Advantage

Installing EV chargers sets your business apart from competitors. As the adoption of EVs grows, businesses without charging facilities may find themselves at a disadvantage. Offering EV charging positions your business as progressive and committed to meeting the needs of modern consumers.

### Positive Environmental Impact

Supporting the transition to electric vehicles contributes to reducing carbon emissions and promoting sustainable practices. This commitment to environmental responsibility can enhance your business's reputation and appeal to environmentally conscious customers.

### Revenue Generation

EV chargers can create new revenue streams for your business. Charging fees can quickly offset the costs of installation and maintenance. Additionally, the availability of EV chargers can attract more customers, potentially increasing overall revenue from products, services, or other amenities.



# NGEN EV Charging Stations Explained

NGEN EV Charging Stations offer a range of features designed to provide reliable and efficient charging solutions for electric vehicles. Here are some key features:

- **Power Options:** Available in various power outputs to meet different charging needs, including 7kW and 22kW options.
- **User-Friendly Design:** Easy to use with clear displays and simple operation.
- **Connectivity:** Equipped with Wi-Fi and 4G options for remote management and monitoring. When you use the NGEN EV Charging Station with the justCHARGE platform you will receive 4G connectivity for free, so no data charges.
- **Durability:** Built to withstand various weather conditions, ensuring long-term reliability.
- **Flexible Installation:** Can be wall-mounted or pedestal-mounted to suit different site requirements.



## Advantages

NGEN chargers are known for their robust build and reliable performance, making them a suitable choice for businesses looking to provide dependable EV charging facilities for their customers. The flexibility in power options and installation methods allows businesses to choose the best configuration for their specific needs.



# justCHARGE Explained



justCHARGE is an all-in-one platform that provides comprehensive setup and management of your EV charging infrastructure and its billing system. Here's how justCHARGE can benefit your business:

## Comprehensive Management

- **Setup Assistance:** justCHARGE helps with the complete installation process, ensuring that your EV chargers are set up correctly and efficiently.
- **Remote Monitoring:** The platform allows you to monitor the status of your chargers in real-time, providing insights into usage patterns and operational status.
- **Billing System:** justCHARGE includes a robust billing system that handles payments from users, making it easy to charge for the use of the EV chargers.

## User Convenience

- **Easy Access:** Customers can easily access and use the chargers without the need for complex setups or apps, using simple QR codes or NFC payments.
- **Support:** justCHARGE provides ongoing support to ensure that your charging infrastructure remains operational and efficient.





# Revenue Potential

Using justCHARGE, you can set competitive charging rates and manage billing seamlessly, providing a hassle-free experience for both your business and your customers.

## Charging Fees

By setting up your own fees for the use of your EV chargers, you can generate additional income. This can be structured as a per-hour rate or a flat fee per charge. With the increasing number of EVs on the road, the demand for charging stations is expected to rise, providing a steady stream of revenue.

## Increased Customer Visits

Offering EV charging facilities can attract more visitors, particularly those who own electric vehicles. This can lead to higher foot traffic, especially among eco-conscious customers who prioritize sustainability.

## Extended Customer Stays

Customers may choose to spend more time at your business to ensure their vehicles are fully charged, leading to increased revenue from additional purchases or services utilized during their extended stay.



# Installation Considerations

## Assessing Your Property's Infrastructure

Before installing EV chargers, assess your business's electrical infrastructure to ensure it can support the additional load. You may need to upgrade your electrical systems to accommodate the chargers.

## Choosing the Right Charger

Select chargers that best meet your customers' needs. Consider factors such as charging speed, connectivity options, and user interface. NGEN chargers offer flexibility in power outputs and installation methods, making them a suitable choice for various business setups.

## Costs and Grants

Consider the total installation costs, including hardware, installation, and potential electrical upgrades. Look into available grants and subsidies, such as the UK's Office for Zero Emission Vehicles (OZEV) grant, which can help offset the installation costs.

## Certified Installers

Work with certified installers to ensure that the chargers are installed correctly and safely. Professional installation ensures compliance with regulations and optimizes the performance of your charging infrastructure.



# Marketing Your EV Charger

## Advertise the New Amenity

Promote the availability of EV chargers on your business's website, booking platforms, and social media channels. Highlight the convenience and benefits of this new amenity to attract EV owners.

## Collaborate with EV Networks

Partner with EV charging networks and apps to list your business as a charging location. This can increase visibility among EV owners looking for charging stations during their travels.

## Leverage Online Platforms

Utilize online directories and review sites to showcase your commitment to sustainability and modern amenities. Positive reviews and mentions of your EV charging facilities can enhance your business's reputation.

## Local Partnerships

Collaborate with local businesses and attractions to offer joint promotions or packages that include charging benefits. This can attract more customers to your business and the local area.

## Conclusion

Installing EV chargers at your business is a strategic investment that can enhance customer satisfaction, provide a competitive edge, and generate additional revenue. By choosing reliable and efficient charging solutions like NGEN EV Charging Stations and leveraging the comprehensive management offered by justCHARGE, your business can meet the growing demand for EV charging facilities. This guide provides the necessary insights and considerations to successfully implement EV charging infrastructure, ensuring that your business stays ahead of the curve and appeals to the increasing number of eco-conscious customers.



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