



Utilization Data to Track EV Charging Trends



Business Objective

A large car rental company wanted to understand the utilization rate of their current charging infrastructure in order to identify trends in EV usage at each site and encourage more rentals.

Solution

EverCharge created a tailored, customizable dashboard that allowed the company to view and understand each site's utilization data in real time. Custom fields included hours of operation, date, and site selections, amongst other variables, which the organization could use to better analyze the performance of individual sites to encourage desired charging patterns.

Outcome

Armed with this information, the organization's corporate office gained deep visibility into each site's charging operations. Each site displayed unpredictable charging patterns and while some regions excelled, others had room to improve in the utilization rate of their infrastructure.

As a result, the company now sends targeted, regular emails with charging statistics and utilization rates to each site. This gives each location the opportunity to validate, improve, and quantify the policies and programs they use to encourage EV rentals, and improve their charging operations.