

# 5 steps



to developing an

## electric vehicle CX strategy



### 1 Set goals.

Start with clear goals for your electric vehicle (EV) customer experience (CX). Here are three to consider:

# 1

- Accelerate EV adoption in your service territory
- Encourage customers to purchase EV chargers or use utility-owned charging equipment
- Enroll customers in EV-specific rates



### 2 Establish metrics.

To measure the success of your goals, use customer-focused metrics such as:

# 2

- Customer satisfaction
- Customer effort
- Likelihood to promote (Net Promoter Score)

And set up a plan to get customer feedback during key EV customer interactions.



### 3 Gather employee research.

Interview employees who've purchased an EV to get quick, low-cost voice-of-the-customer (VOC) data. This will also give you the opportunity to engage employees directly in building the CX strategy.

# 3



### 4 Gather customer research.

If you have the money, collect external VOC data through ethnographic interviews, focus groups, online panels, or customer advisory councils. Because of COVID-19, you'll want to adapt any in-person research methods. Either gather research virtually or guarantee you and all participants are following basic health guidelines.

# 4



### 5 Journey-map.

Create journey maps to:

# 5

- Identify key decision points in the EV journey
- Prioritize where to focus your CX efforts
- Better understand the current EV journey and predict where it will go in the future



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