

# **UScale eMobility focus studies**

Data instead of opinions

UScale eMobility

## The beginning of a new era



Electromobility offers great opportunities for manufacturers and service providers but is still in its infancy.

What do customers and users expect? What requirements do market participants have to meet in order to win significant shares of the growing market?

With its own panel of over 9,000 EV drivers, UScale is the only provider of systematic customer studies on all relevant touchpoints along the e-mobile customer journey.

# Customer Insights eMobility

## Studies on the entire ecosystem

**Data on all touchpoints of the EV and CHARGING customer journey.**

Charging affects many features in the vehicle and offers potential for numerous offers and services.

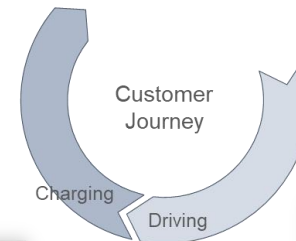
Our study portfolio therefore covers all touchpoints of the e-mobile customer journey and is being successively expanded.

### UScale Study Portfolio:

#### Business Models



#### Charging



#### Purchase and usage phase



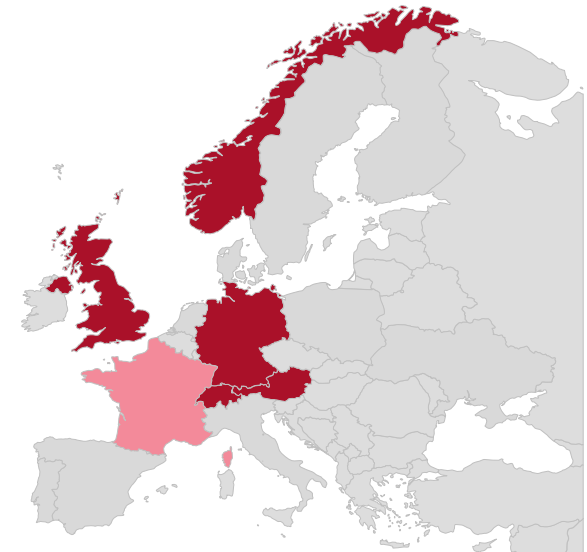
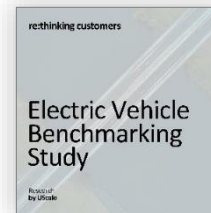
# Customer Insights eMobility

## Country coverage

### User data from important markets.

Depending on the country, vehicles are used differently. This influences the perception and expectations of the vehicles.

We offer the EV benchmarking study 2023 for the DACH, UK, Norway and French market.



EV Benchmarking Studies 2023

planned for 2024



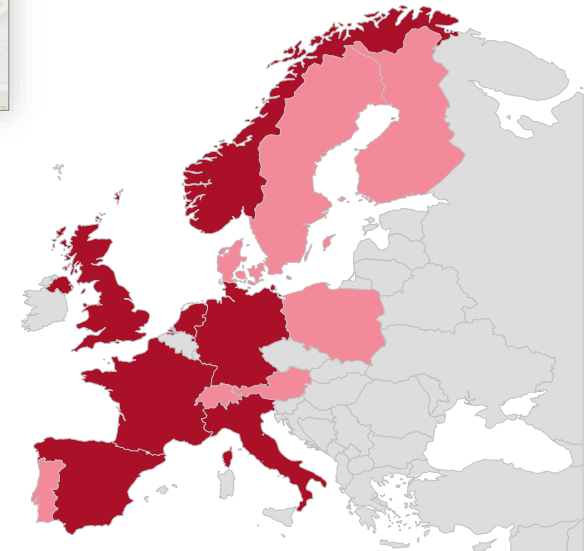
# Customer Insights eMobility

## Country coverage

### User data from important markets.

Different driving habits in the countries lead to different use cases and influence the charging behaviour.

We are continuously expanding our country portfolio in line with the wishes of our customers.



- EU Charging Studies
- World: USA, China, Arab Gulf States
- planned for 2024



# Customer Insights eMobility

## Charging Use Cases

### Consideration of all 7 relevant charging use cases.

The individual charging behaviour of e-car drivers depends on many user-specific factors. In addition, there are market specifics resulting from the country's infrastructure.

Our portfolio therefore covers all charging use cases.

### Seven Charging Use Cases:

Charging @home  
(single-family homes)



Charging @home  
(multi-family homes)



Charging @work



Charging @retail



AC-Charging  
@public



DC-Charging hubs  
@public



Charging hubs on  
motorways



\* Use cases based on the NOW / National Charging Infrastructure Control Centre.

# Customer Insights eMobility

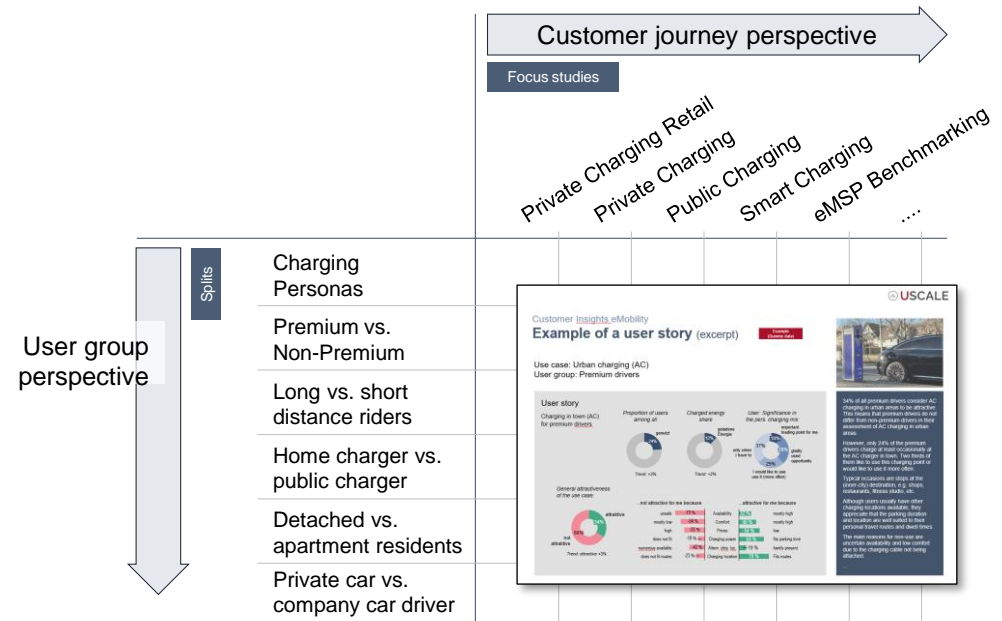
## User Stories for charging

### User stories for all charging use cases.

From the multitude of focus studies, we develop so-called user stories for different user segments and charging locations.

This allows charging technology providers to see which customer groups can be reached with which products and optimize their offers for specific target groups.

Expanding the customer journey perspective to include user group splits:



# Following the ramp-up

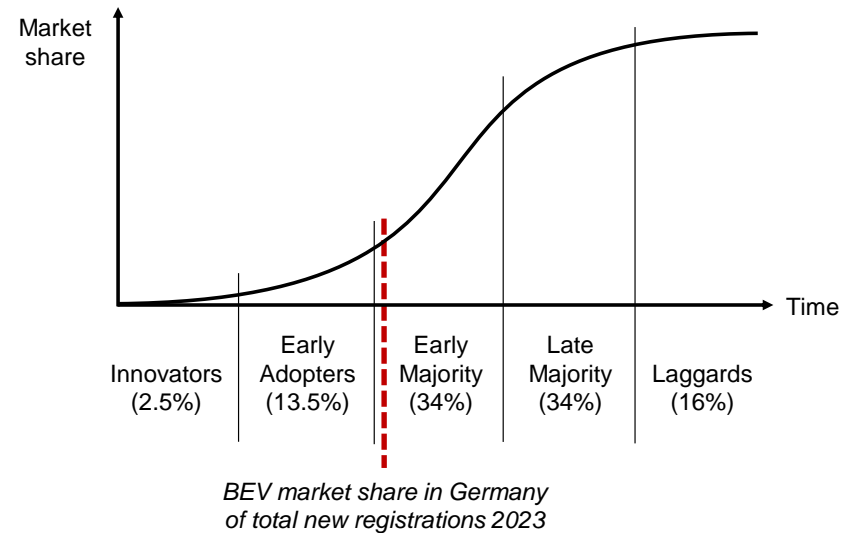
## Keeping track with continuing diffusion: Annual reviews.

After the innovators and early adopters comes the early majority. They have different motives, expectations and problems.

At the same time, the ecosystem is evolving rapidly, influencing user behaviour.

That is why we collect most of the focus studies annually. This way, changes become visible quickly.

New user segments in ramp-up:





# Dashboards for own analyses

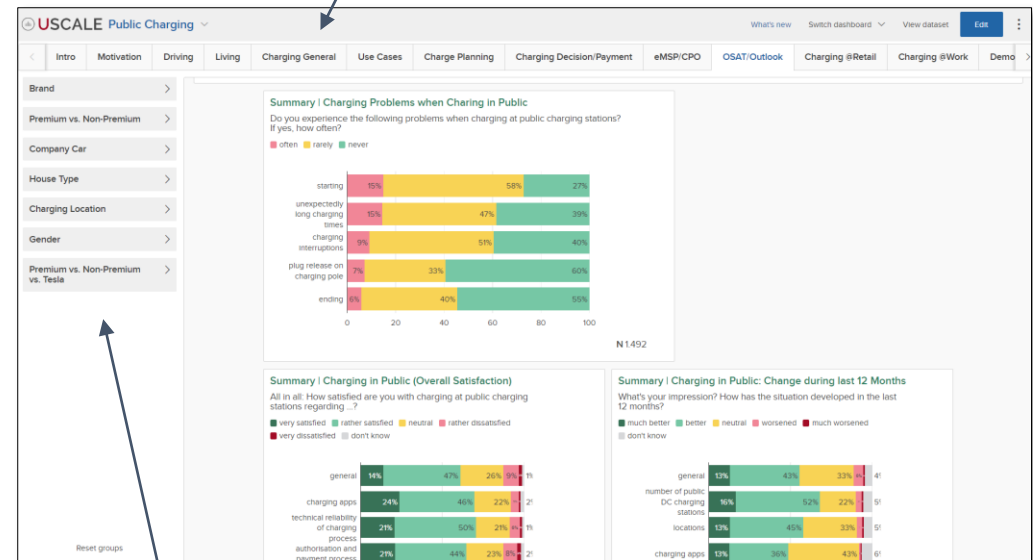
## Deep Dives and Splits.

The breadth and depth of information in the focus studies is considerable.

This is why we also offer a dashboard for further splits for our studies.

For example, differences between certain sub-target groups can be analysed and presented separately.

Topics



Filter options

# EV Retail Benchmarking Study

## Key data

- Survey: May 23, online
- Sample: N = 3,325, of which  
1,305 purchasers  
1,950 owners
- Markets: 

## Methodological approach

- EV buyers are asked about their experiences throughout the purchase (information gathering, purchase process, handover and follow-up).

## Added value

- KPIs for relevant retail processes
- Own brand performance compared to competitors (benchmarking)
- Requirements for the design and optimisation of brand websites, sales processes (consultation, test drive, contracts, etc.)
- Input for dealer training

## Study content

### Respondents

- Demographic characteristics (including gender, age, places of residence)
- Vehicle use (including make, model, age, mileage, company car)

### Segmentation

- Splits by brand interest, premium vs. non-premium, financing type

### Orientation and information phase

- Brand loyalty, interest in second-hand and Chinese brands
- Motivation to switch to eMobility, decision criteria make and model
- Information and counselling needs vs. competence of providers

### Purchase and post-purchase phase e-car (satisfaction, needs)

- Purchase funnel: brand-specific interest (cross-shopping, brand loyalty)
- Manufacturer websites (lead management in multi-channel retail)
- Sales advice, test drives, configuration, etc.
- Financing, insurance, charging contract, promotion
- Vehicle handover and follow-up
- NPS brand retailers and ratings on all process steps



# EV Benchmarking Study

## Key data

- Survey: April 23, online
- Sample: N = 4,522 (DACH),  
N = 1,648 (NO),  
N = 2,661 (UK),  
N > 2,000 (FR)
- Markets: 

## Methodological approach

- The study asks about the use of EV-specific features.
- EV drivers report on their habits, problems with use, their assessment of the maturity of the concepts and give recommendations for further development.

## Added value

- Satisfaction and maturity of current EV specific concepts
- Need for action for specifications of future models and vehicle generations



## Study content

### Respondents

- Demographic characteristics (including gender, age, places of residence, income)
- Vehicle use (including make, model, age, mileage, company car)

### Segmentation

- Splits by vehicle brands / premium vs. non-premium, private vs. company cars

### Driving-related features (use, problems, concept maturity)

- Driving: Range, ECO mode, recuperation, driving and functional noises
- Displays: SoC, remaining range, energy flow, other displays, etc.
- Navigation: Features used, route and charging planning, charging point search
- Charging: Charging performance, charging settings, charging management (start, monitoring, stop), thermal management, charging problems, charging cables, charging port position.
- Heating, air conditioning, pre-conditioning

### Remote/connect app (use, problems, concept maturity)


- Installation, registration, updates
- Functions used, reasons for non-use, operating and other problems



# EV After Sales Benchmarking Study



## Key data

- Survey: June 23, online
- Sample: N > 2,000
- Markets: 

## Methodological approach

- EV owners are asked about their experiences in the use phase:
  - Repair needs and workshop visits
  - Software updates
  - Service hotline
  - Use of digital services
  - Battery checks

## Added value

- KPIs for after sales processes
- Own brand performance against competitors (benchmarking)
- Requirements definition for after sales processes
- Input for dealer training

## Study content

### Respondents

- Demographic characteristics (including gender, age, places of residence)
- Vehicle use (including make, model, age, mileage, company car)

### Segmentation

- Vehicle brands
- Service preferences

### Experience during usage phase

- Service and repair needs, workshop visits
- Service processes: preferential contact and handling
- Experience with software updates (OTA)
- Experience with the service hotline
- Use of digital services
- Relevance of battery checks


### Satisfaction after sales service

- NPS Brand Workshop
- Evaluation of update processes, service hotline

# UScale eMobility Focus Studies

## EV Financing Study

### Key data

- Survey: Dec 23, online
- Sample: N > 3,000 EV shoppers and EV drivers, ICE and PHEV for comparison
- Markets: 

### Methodological approach

- Shopper and owners are asked about
  - Information and purchase process
  - financing or insurance chosen
  - Reasons for the decision
  - Satisfaction and interest in further offers

### Added value

- Basics of eMobility for captive and non-captive automotive banks, leasing providers and insurance companies
- Basis for the development or revision of own offers and services.

## Study content

### Respondents

- Demographic characteristics (including gender, age, places of residence)
- Vehicle (including make, year of purchase, private/company car)

### Segmentation

- Type of financing (cash purchase, financing, private leasing, business leasing)
- Different setting variables for financing and insurance

### Financing / Leasing

- Information needs, information sources, satisfaction with the information process
- Place of purchase of e-car, place of conclusion financing/leasing,
- Concrete financing/leasing chosen, reasons, partner chosen, service packages chosen, satisfaction with financing/leasing partner
- Brand loyalty

### Insurance

- (still being developed)



# UScale eMobility Focus Studies

## Charging Cable Study

### Key data

- Survey: April 23, online
- Sample: N = 516 of which:  
260 BEV drivers  
256 PHEV drivers
- Market: 

### Methodological approach

- The focus is on the use of charging cables and satisfaction with the products and brands used.
- A second focus is on the purchase process, online and print media used, social media channels subscribed to and the relevance of third-party recommendations such as bloggers and influencers.

### Added value

- Target group: Product management, marketing of manufacturers and suppliers of charging cables, sales partners.
- Input for addressing target groups in marketing and sales.



## Study content

### Respondents / segmentation

- Demographic characteristics (including gender, age, number and age of children, places of residence, housing conditions, net household income).
- Vehicle (make, model, mileage), company car, etc. PHEV: number of elec. journeys

### Charging and use of charging cable

- Charging behaviour: Charging locations, occasions, frequencies, AC charging power, battery capacity, charging technology at home, reasons for 220V charging at home, charging at holiday destination.
- Charging cables used, reasons for using multiple charging cables, own cable brand
- Brand awareness, transporting the cables in the car
- Concerns and “annoying factors” in cable use
- Overall satisfaction, Net Promotor Scores (NPS)

### Buying process and media use

- Purchase situation (with car / subsequently), purchase locations, relevance of recommendations
- Aspects that determine purchase, functionality looked for, preferred cable type/length
- Social media channels used, channels subscribed to,
- Online magazines read, print magazines, EV newsletters read, EV communities used/followed, bloggers and influencers, favourite social media content.



# Private Charging Retail Study

## Key data

- Survey: July 23, online
- Sample: N = 2,502 of which:  
1,627 EFH residents  
875 MFH residents
- Markets:   

## Methodological approach

- The study covers the entire purchase funnel to the private charging solution.
- Shoppers and owners report where they looked for which information, how helpful the contact persons were, from whom they would have expected which support and give recommendations to the providers.

## Added value

- Suppliers learn how they can "pick up" and retain shoppers and different buyer segments in which phase of the buying process.



## Study content

### Respondents / segmentation characteristics

- Demographic characteristics (e.g. age, gender, income)
- Housing situation (size of residence, SFH/MFH, ownership, parking space)
- Vehicle use (including make, model, mileage, company car)

### Experience in the purchase funnel (shopper / partly owner)

- Information and planning phase (info sources, first point of contact, assessment of support, problems, wishes, recommendations)
- Concept phase 1: Technical questions (shopper: sought / owner: purchased charging solution and additional components, most important aspects for the purchase decision, problems, wishes, recommendation)
- Concept phase 2: financial aspects (problems, wishes, recommendation)
- Concept phase 3: fiscal aspects (problems, wishes, recommendation)

### First usage experiences (owner)

- Implementation phase (implemented solution, problems, wishes, recommendation)
- Operating phase (problems, wishes, recommendation)
- Overall satisfaction
- Looking back: recommendations, what to do differently





# Private Charging Study

## Key data

- Survey: July 23, online
- Sample: N = 1,544 EV drivers (DACH) charging privately  
N > 500 EU markets, GCC  
N > 1000 USA, China

- Markets: 

## Methodological approach

- The study surveys the driving and charging habits of the target group.
- The focus is on the EV drivers' home charging tech and their recommendation to others in retrospect.

## Added value

- Providers learn which information they use to reach which target group.
- The results show which criteria are decisive for purchasing and which offers have the greatest sales potential in which segment.



## Study content

### Respondents / segmentation characteristics

- Demographic characteristics (e.g. age, gender, income)
- Housing situation (size of residence, EFH/MFH, ownership, parking space)
- Vehicle use (including make, model, mileage, company car, range, AC/DC charging power).

### Charging technology at home

- Purchase process: sources of information, places of purchase, satisfaction with information, purchase, implementation and operation phases
- Decisive purchase criteria
- Charging technology used (wall charger / type, wall charger manufacturer, PV system, battery storage, energy management, etc.)

### Charging at home

- Charging frequency, charged energy shares, attractiveness, relevance of charging locations, charging occasions, charging types
- Charging problems, satisfaction with private charging solution (NPS, problem types), recommendation to manufacturer, change requests in retrospect
- Home charging contracts (change in the context of e-car acquisition)
- Product-Market-Fit Bidirectional charging





# UScale eMobility Focus Studies

## Public Charging Study

### Key data

- Survey: July-Aug 23, online
- Sample: N = 2,436 EV drivers, (DACH) charging (semi-) publicly  
N > 500 EU markets, GCC  
N > 1000 USA, China
- Markets: 

### Methodological approach

- Development of user stories for the 5 most relevant (semi-)public charging use cases (roadside, in-town at charging hub, charging on route, employer, retail)
- Goal: Who charges where and why?

### Added value

- Deep understanding of the charging behaviour of different user groups
- Improving charging offers in product management

## Study content

### Respondents / segmentation characteristics

- Demographic characteristics (e.g. age, place of residence, income)
- Vehicle use (including make, model, mileage, company car, range, AC/DC charging power).

### Charging behaviour in public spaces

- Charging frequency, charged energy shares, attractiveness, relevance of charging locations: AC in town, charging hubs in town, on the road, work, retail
- Charging occasions, charging types, occupancy experience, acceptable waiting times, willingness to diversions, payment method (actual/desired)
- Charge planning / route planning: systems used, most important functions
- Criteria for charging decisions on the road, in the city and in residential areas
- Charging fears, charging problems, improvement in the last 12 months
- Satisfaction with public charging, need for expansion
- Authorisation and payment methods: Actual, wish
- eMSP: active / preferred use, reasons for use
- CPOs: Relevance and criteria for charging decision, satisfaction

### Semi-public Charging: Charge at work, charging at retail

- Charge at work: Criteria for charging decision, satisfaction, recommendations...
- Charging in retail: Criteria for charging decisions, satisfaction, recommendations...



# eMSP Loyalty Benchmarking Study



## Key data

- Survey: July 23, online
- Sample: N = 2.758 owners charging in public
- Markets: 

## Methodological approach

- Survey of EV drivers with  $\geq 2$  years of experience with mostly several eMSPs or CPOs.
- Detailed presentation of the usage behaviour.
- Correlation with media use and segmentation characteristics, such as driving and charging behaviour.

## Added value

- Benchmarking of the most important eMSP providers (groups) and CPOs.
- Reasons for loyalty and churn.
- Basis for differentiation of eMSP offerings for product managers.
- Basis for targeting in marketing.

## Study Content

### Respondents

- Demographic characteristics (including gender, age, place of residence)
- Vehicle usage, charging behaviour (@home, @public, @work)

### Usage of eMSP services

- Market shares: actively used vs. preferentially used charging services
- Reasons for preferred use (loyalty) per provider group
- Reasons for switching / migration per provider group
- Preferences of CPOs, evaluation of important CPOs
- Regularly used app features
- Charging experiences in key EU countries

### Authorization, payment and tariffs

- Used vs. preferred method of authorization / payment, satisfaction
- Evaluation (advantages and disadvantages) of the most important methods
- Tariff models, variable tariffs, blocking fees, tariff model at home

### Media Usage

- Used sources for information on charging tariffs
- Used print / online media and forums

# UScale eMobility Focus Studies

## Smart Charging Study

### Key data

- Survey: Nov 23, online
- Sample: N = 2,001, of which:  
N = about 800 per use case
- Markets: 

### Methodological approach

- Evaluation of the product-market fit according to the pain-gain test method.
- Determination of acceptance drivers and -barriers per use case.

### Added value

- Input for product owners, developers, IT and marketing on the design of products and services.
- Readiness to use for the use cases.
- Prioritised levers to overcome barriers to use.
- USPs for successful marketing of smart charging offers.

## Study content

### Respondents

- Demographic characteristics (including gender, age, income)
- Driving and charging behaviour
- Housing situation

### Variable tariffs

- Use cases: Variable tariffs @public, Variable tariffs @home
- Net value added, relevance, product-market fit (per use case)
- Prioritised drivers and biggest barriers (per use case)


### Bidirectional charging

- Use cases: V2G, V2H, V2L, V2V
- Net value added, relevance, product-market fit (for V2G, V2H)
- Prioritised drivers and biggest barriers (for V2G, V2H)
- Implementation options
- Necessary incentivization
- Integration and control of services
- Preferred providers for smart charging technology
- Mental accounting: motivation for investing in smart charging technology
- Special: DC @home



# Public Charging Payment Study

## Key data

- Survey: June 21, online
- Sample: N = 418 (N > 100 for each payment method)
- Markets: 

## Methodological approach

- Determining the acceptance drivers and -barriers from the customer's perspective for five payment methods:
  - Charging app
  - Charging card or chip
  - Plug & Charge
  - Ad-hoc with card
  - Ad-hoc with smartphone

## Added value

- Acceptance and willingness to use according to customer segments
- Prioritised levers to overcome the relevant barriers to use
- USPs for successful marketing of payment options at public charging stations

## Study content

### The person

- Demographic characteristics (including gender, age, places of residence)
- Vehicle use, charging behaviour (@home, @public, @work)

### Payment methods tested

- Paying with the charging app
- Paying with the charging card or RFID chip
- Paying via Plug & Charge
- Direct payment with credit or EC card
- Direct payment with the smartphone (e.g. Apple or Google Pay)

### Drivers and barriers of the user segments

- General acceptance and actual willingness to use (per payment method)
- Prioritised drivers and biggest barriers (quant/qual) (per payment method)

### Ranking payment options

- Overall satisfaction Paying for public charging points
- Ratings of the different payment methods in comparison and by customer segment



**The Payment Study was integrated into the eMSP Loyalty Benchmarking Study and surveyed again in 2023.**

## UScale eMobility Focus Studies

# Charging Persona Study

### Key data

- Survey: 2023, online
- Sample: N = 2,000 e-car drivers
- Markets: 

### Methodological approach

- Determination of current driving and charging behaviour, expectations and criteria for decision on charging behaviour.
- Factor and cluster analysis
- Derivation of personas

### Added value

- Segmentation of EV drivers according to charging behaviour and requirements
- Basis for the technical design of services for route and charging planning as well as charging technology in the vehicle and the infrastructure.
- Basis for addressing target groups in marketing

## Study content



### Respondents

- Demographic characteristics (including gender, age, place of residence, educational attainment, occupation, income)
- Housing situation (SFH/MFH, garage, PV charging)
- Vehicle financing, company car

### Vehicle use

- Journeys per day, working day, frequency of long-distance journeys, second car in the household
- Current charging technology (AC/DC), charging power.

**The charging persona study will be resurveyed in Q2 2024**


### Charging behaviour

- Charging locations, times, motivation, frequency
- Use of charging tariff, desired charging tariff, selection process
- Charging technology at home, expansion requests
- Decision criteria for usage behaviour of (semi-)public charging infrastructure
- Expectation of route and charge planning
- Expectations of charge at work
- Charging fears
- Detailed description of charging personas based on above criteria

# UScale eMobility Focus Studies

## Mikromobility Study

### Key data

- Survey: April 23, online
- Sample: N = 1.890, thereof:  
N = 1010 Gen. Population  
N = 880 oversampling  
of shoppers and owners
- Market: 

### Methodological approach

- In a representative survey, non-users, buyers and owners were asked about their opinion of LEVs.
- Buyers and owners were asked about their experiences in the purchase process and during use.
- In this way, an all-round picture of micromobility is created.

### Added value

- Optimisation potentials for addressing target groups for manufacturers and retailers.
- Recommendations for politics and administration.

## Study Content

### Respondents

- Demographic characteristics (including gender, age, place of residence, income)
- Attitudes towards LEVs (perceived advantages and disadvantages of LEVs, general relevance of LEVs for respondents, reasons for rejection if applicable).

### Segmentation

- By ownership: non-users vs. buyers vs. owners of LEVs
- By type of LEV, i.e. eSmall Vehicle (such as eSkateboard), eScooter, eBike, eCargoBike, eMoped, eMotorcycle, eMicroCar, eUtility Vehicle

### Additionally for shoppers:

- Sources of information, information needs, open questions
- Use of sharing offers
- Decisive factors for purchase decision, budget

### Additionally for owners:

- Satisfaction with the purchase process, Net Promotor Scores (NPS) on LEV
- Usage behaviour, experiences during usage
- Recommendations to manufacturers and administration





# GENERAL TERMS AND CONDITIONS FOR THE PROVISION OF STUDY DATA by UScale GmbH

## (06/2020)

### 1. Validity

Our terms and conditions shall only apply to entrepreneurs (§ 14 BGB), legal entities under public law and special funds under public law. Deviating or additional conditions of the customer are not binding for us, even if we do not object in individual cases, unless we expressly acknowledge them. In this case, they shall only apply to the respective individual contract.

### 2. Conclusion of contract

1. Our offers are always subject to confirmation. The customer is bound to its order for two weeks from receipt by us.
2. We shall only accept orders and changes to orders once we have confirmed them. The receipt of an invoice by the customer and the performance of the service shall be deemed confirmation.

### 3. Delivery and Condition of the Study Data

1. We deliver the study data in the format agreed in the order confirmation, otherwise in a customary format. The customer must ensure that the technical and actual requirements for accessing and using the study data are met on its side. It is also the customer's responsibility to provide suitable software that enables the study data to be opened, administered and printed out properly.
2. The study data are statistically collected and evaluated data. The informative value of the study data and their range of variation depend on the size of the sample, its composition and the population. When using the study data, the customer must observe these boundary conditions. On this basis, the study data were researched with reasonable care. However, we cannot warrant that the information in the study data is accurate and complete. Nor do we warrant that the study data are suitable and correct for the concrete needs of the customer.

### 4. Right of use

1. The customer receives the simple, non-exclusive right to permanently use the study data entrusted to the customer as follows:
  - a. The customer may only use the study data for its own internal purposes.
  - b. The customer is not entitled to modify or otherwise edit the study data.
  - c. The customer is not entitled to make the study data publicly accessible on the internet or in any other way. The customer is prohibited from duplicating, reselling or renting the products beyond its own internal purposes.
  - d. Copyright notices, trademarks, serial numbers and other identification features on or in the study data referring to us or third parties may not be changed, illegibly mapped or removed by the customer.
  - e. When using the study data in expert opinions, reports or other documents prepared by the customer, the customer must ensure that the content of the document does not consist, either in its entirety or to a considerable extent, of a mere transfer of the study data, that the study data is accurately reproduced in the document and that the document contains a clearly recognizable reference to us and the product, including its title and date.
2. We may extraordinarily terminate the granted right of use if the customer violates these terms of use; as a rule, the customer is to be warned beforehand.
3. All copyrights, rights of use and other protective rights to the study data shall remain with us. If the customer becomes aware of an infringement or an announced infringement of intellectual property or other of our rights, the customer shall inform us immediately.

### 5. Reference

1. We may name our customer as a reference customer with representation of his logo, also on our website. For this purpose, the customer grants us a simple, spatially unrestricted, non-transferable right of use with regard to the name and trademark rights required for this purpose. The customer may object at any time with effect for the future.

### 6. Terms of payment

1. The prices stated in our order confirmation shall apply otherwise our list prices valid at the time of the order shall apply. Our claims are due immediately and payable without deduction in Euro.
2. The customer shall only have the right to offset if its counterclaim has been legally established or is undisputed. This prohibition of set-off does not apply to a counterclaim due to a defect which is based on the same contractual relationship as our claim. The customer shall only be entitled to exercise a right of retention to the extent that its counterclaim is based on the same contractual relationship.

### 7. Liability for damages and reimbursement of expenses

1. Our liability for damages and reimbursement of expenses for slight negligence, in particular due to breach of duties arising from the contractual obligation and tort, is excluded, unless we have breached an essential contractual obligation, i.e. an obligation the fulfillment of which is essential for the proper performance of the contract or the observance of which the customer may regularly rely on. In this case, our liability shall be limited to the typical contractual damage, the occurrence of which we had to reckon with when concluding the contract due to the circumstances known to us.
2. Typical contractual damage shall be damage of a maximum of € 10,000.00.
3. However, our liability for damages resulting from injury to body, life or health, for intent and gross negligence, for the absence of a guaranteed quality or in accordance with the Product Liability Act is unlimited.
4. The limitation period for claims of the customer for damages or reimbursement of expenses is one year. The statutory limitation of claims due to intent or gross negligence as well as injury to body or health or due to the Product Liability Act shall remain unaffected.

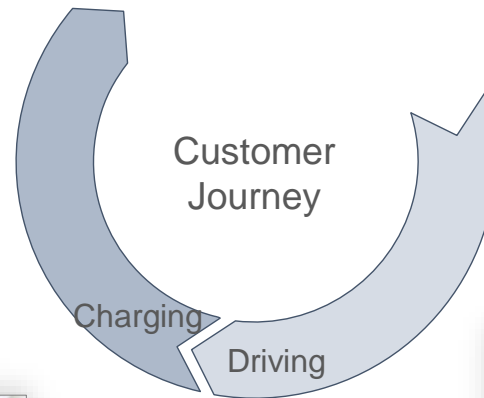
### 8. Final provisions

1. German law shall apply to the exclusion of the UN Convention on Contracts for the International Sale of Goods (CISG). If the customer is a merchant, a legal entity under public law or a special fund under public law, the place of jurisdiction for disputes arising from and in connection with this contract shall be our registered office; however, we shall also be entitled to assert claims at the registered office of the customer.
2. Should individual provisions be or become invalid, this shall not affect the validity of the remaining provisions.

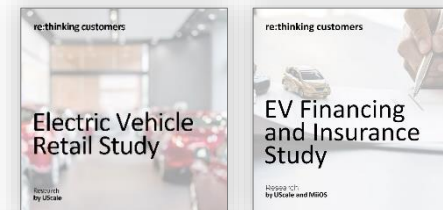
# UScale eMobility Focus Studies

## Focus studies on all touchpoints

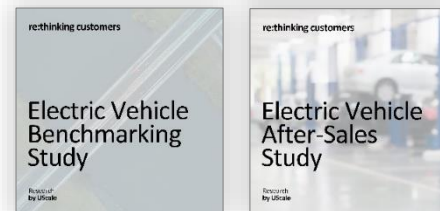
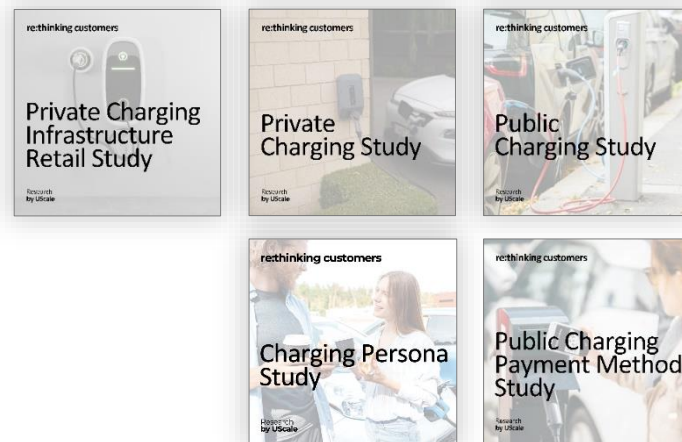
### Business Models



### Purchase and usage phase



### Charging





# Our Clients



...and many more.

# About UScale

- UScale advises car manufacturers, energy suppliers and service providers on the customer-oriented design of offers and the development of KPI systems for customer perception.
- UScale's work is based on a development framework for the product-market fit for digital and innovative products and customer insights studies on all touchpoints of the e-mobile customer journey.



- UScale is the only provider of a panel specialised in eMobility with over 9,000 panelists in German-speaking countries.
- UScale makes the customer perspective tangible for managers, engineers and IT specialists.
- UScale has extensive industry knowledge of the eMobility ecosystem.
- UScale combines extensive experience with the challenges of corporates with the agility of a start-up.



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