



Blueprint for a successful charge point operator

A GUIDE TO PRICING & PROMOTING YOUR CHARGE POINTS





With EV adoption increasing month by month, pricing your tariffs fairly and promoting chargers within the Fuuse platform will make the transition for drivers a more seamless experience. Range anxiety will become a thing of the past.”

Dan Street | Account Manager at Fuuse

33% increase in total number of public charging devices from Feb 2022 to Feb 2023¹

1 - <https://www.zap-map.com/statistics/>

TAKE CHARGE OF YOUR PUBLIC CHARGERS

When you or your organisation decides to install public charge points, you're not only building the groundwork for a new passive revenue, but also contributing to the improvement of the EV infrastructure and the overall societal transition into electric vehicles.

With all the logistics of installation out of the way, it's time to consider how you plan to promote your chargers and price your tariffs. Take charge by understanding the full scale of options available to regulate the usage and income your chargers gain.

This booklet will cover:

Pricing Charger Tariffs

Calculating your profit

Additional fee options

Charger promotion

Subscriptions



WHAT TO CONSIDER WHEN PRICING YOUR CHARGE POINT TARIFFS

LOCATION, LOCATION, LOCATION

Get an idea on pricing your charge point tariffs by scoping out the local charging options. Using charge point mapping apps, such as the **Fuuse Driver App** search feature or Zap-Map, you can view and filter local charge points in your area to compare charging rates.

Determine the average of the local tariff prices to help decide on your pricing point. You'll want to keep prices competitive to ensure steady usage, but it's important not to undersell your service so as best to maximise your revenue.



THE TYPE OF CHARGER MATTERS

The type of charger and charging speed is important to consider when pricing charger tariffs. Most public chargers owned by local businesses and the public sector are AC, which have lower installation and energy consumption costs, making them more practical for most businesses and more accessible to drivers as the tariffs are lower.

DC charging, often found at charging depots, may be appealing to EV drivers travelling longer journeys. When available in convenient locations like beside motorways, owning DC chargers could be extremely lucrative once they begin to return a profit.



Your DC chargers will truly benefit from optimising driver accessibility by:

- choosing the right location
- promoting your chargers on EV navigation maps
- offering a range of different payment options

RECEIVING GRANT FUNDING FOR YOUR CHARGE POINTS?

The government charge point grant schemes are a great resource for generating the funding necessary for organisations to establish a charging infrastructure. Remember, when you agree to accept these grants, the expectation is that you are not intending to earn a profit from your charge points.

With grant funded charge points, your tariffs should only be recouping the costs of the energy usage, VAT, any commission fees, and a small percentage to cover maintenance costs.

GREATER kWh MEANS HIGHER ENERGY COSTS

If you are installing charge points at your business location, such as a shopping centre or hotel, you may want to consider installing slower chargers that are more affordable to power at lower tariff rates, incentivising customers to stay and shop at your location.

ESTIMATE CHARGER PROFIT

Once you have an idea on your tariff, you can estimate gross income by subtracting the cost of energy, VAT, any commission fees from installers or services associated with your chargers, and for maintenance costs.

If in your area the average pricing for fast charging is 60p/kWh, you would subtract an estimated energy rate (we'll round up the national average to 30p/kWh), 20% for VAT, and an additional 8% for commission fees.

After all the cost deductions, your charger will be earning a profit of about 17p/kWh. That's about £22.44 profit from a six hour charging session on a 22kWh charger.

NOTE: This is a monthly estimation and does not take into account the investment costs you might have incurred from charger installation and setup fees.

CALCULATE THE PROFIT FROM YOUR CHARGER REVENUE

If the average local tariff pricing is



60p
/kWh



Subtract VAT & commission fees

-8%
fees &

-20%
VAT



Subtract the estimated cost of energy

-30p
/kWh

Total profit from revenue

That's about **£22.44 profit** for a 6 hour charging session on a 22kWh charger.

17p
/kWh

 **Fuuse**

MAKE THE MOST OF MULTIPLE TARIFFS

With Multi-Tariffs, you can set tariff rates based on a number of different parameters, granting you greater control over your charger revenue.



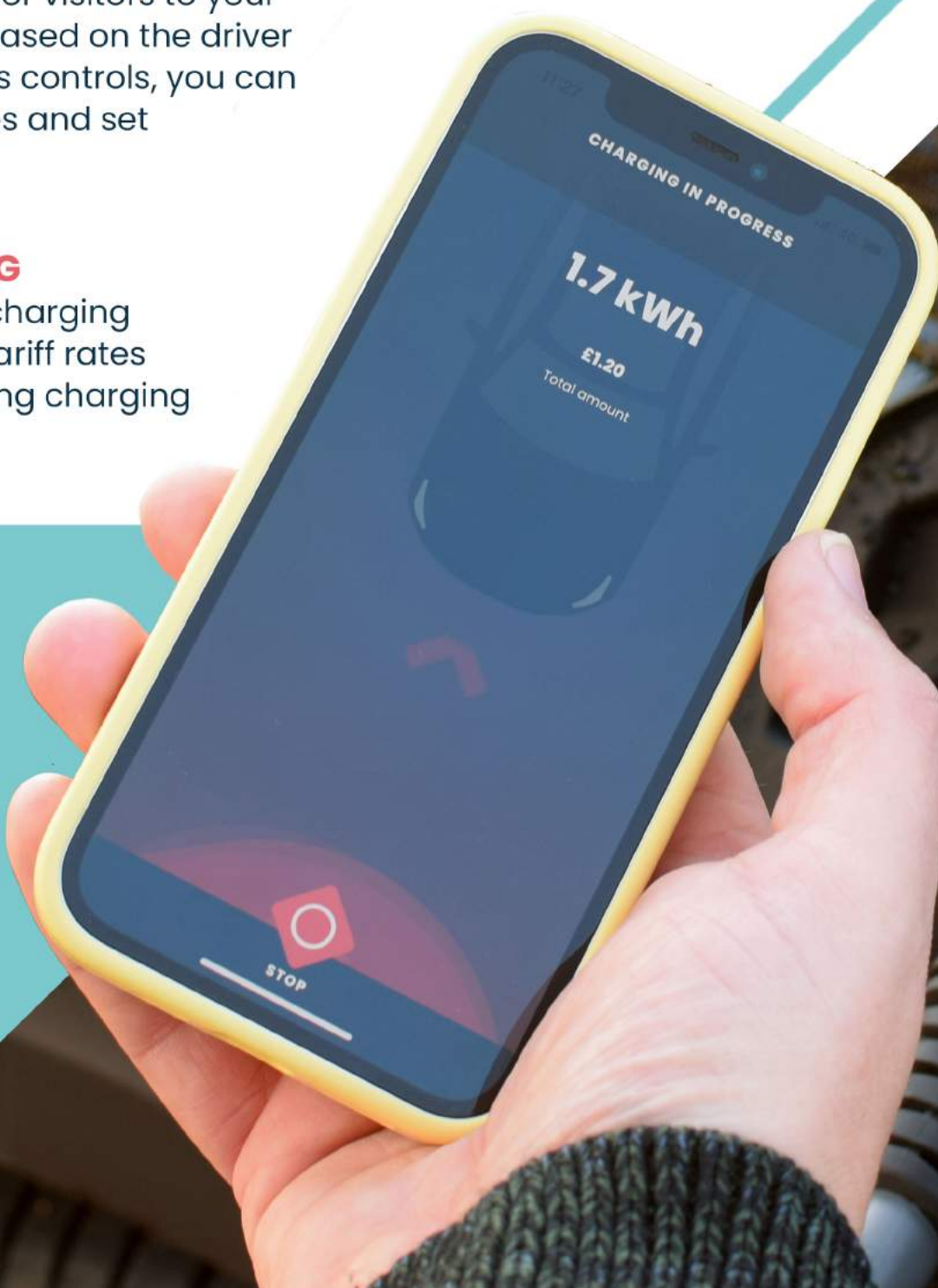
PREFERRED DRIVER BENEFITS

Assign preferential rates for your staff or visitors to your location by designating multi-tariffs based on the driver type. Within the Fuuse platform access controls, you can assign driver types to limit usage times and set exclusive tariffs.



ENCOURAGE OFF-PEAK CHARGING

To help fully utilise the current public charging infrastructure, you can allocate your tariff rates based on the time of the day; rewarding charging at off-peak hours during the day.



PEAK ENERGY TIMES

Electricity costs can be cheaper during off-peak times. Lowering tariffs outside of the peak electricity hours rewards your customers for being energy conscious, but avoids risking your income.

7:00 – 11:00

&

17:00 – 21:00

FEES TO MANAGE CHARGER USAGE

Whether you have destination chargers or high traffic on-street charge points, assigning fees with **Fuuse Billing** can assist in managing how your customers use your charge points.

TIME FEES



Time Fees can be set to discourage drivers leaving their cars to charge for too long. If your charger is based in a public car park and a driver decides to park at your charge point and head for the shops for most of the day with their car left charging, you might miss out on other drivers utilising the charger. Ultimately, this is a potential loss of revenue.

A Time Fee charges a driver by the hour in addition to the costs of the charge session. Because it is an additional charge, you might want to be wary of setting the hourly rate too high, but the point of the charge is to make up for loss of potential revenue and so should be just enough for a driver to want to avoid the added expense.

OVERSTAY FEES



Overstay Fees are designed to discourage drivers leaving their vehicle in a charging spot for too long. However, Overstay Fees will only begin accruing for a driver once the charging session has completed. The amount of time before Overstay Fees begin to accrue can be set within the **Fuuse platform**, as well as the price per set interval.

The driver is notified of Overstay Fees before they begin their charge session, and they are sent notifications the fees will begin to accrue if they do not return to their vehicle. With the driver agreeing to the fees, it is not unreasonable to set this fee at a rate to make up for any loss of revenue. Though, it is best to be cautious about punishing your busy customers. The Fuuse platform also caps bills at £100 to mitigate human error.

CONNECTION FEES



If you have a site with destination chargers, you might want to consider setting a Connection Fee. When set up in the **Fuuse platform**, this fee can be used to discourage short charging sessions.

So, for example, if you install charge points at a shopping centre, you may wish to consider connection fees as a way to encourage longer browse times within your stores.

Having a Connection Fee along with lower charging rates can incentivise shoppers to stay for the full duration of their charge.

24%

of the UK do not have access to off-street parking.¹

More accessible and affordable on-street public charging options moves the UK further in the transition to electric vehicles.

Councils with local public charging points can set Connection Fees to a flat rate (e.g. £5) and free charging tariffs. Available public on-street chargers in residential areas with standard pricing can allow people without off-street parking for a home charger to still transition to EV.

¹ - <https://www.gov.uk/government/publications/public-electric-vehicle-charging-infrastructure-drivers-without-access-to-off-street-parking>



PROMOTE YOUR CHARGERS



Increase visibility



Maximise revenue



Boost accessibility



Improve driver experience

CHARGE POINT VISIBILITY

Choose to connect to and display your chargers on many major charge point maps such as Zap-Map, Google Maps, A Better Routeplanner, ChargeTrip, Here Maps, Shell Recharge, and more.

This allows drivers to view not only your charge point locations, but details such as current status, network, availability, accepted payment methods, and connector type.

This level of public visibility can generate more business to your chargers and increases revenue, all with the click of a button within the Fuuse platform.



ACCESSIBLE TO MORE CHARGE CARD DRIVERS

Maximise revenue to your public chargers by allowing different charge cards to be accepted as payment, including Pauda, Allstar, and Octopus Electroverse. This opens your charge points up to a wider population of drivers who pay for all their charging needs via their network charge cards.

Much like creative business owners choosing to sell their products on different websites like Etsy, eBay, and Facebook Marketplace, you can now promote your charge points to the public through multiple channels and accept numerous different payment types.

Offering availability to more charge card drivers not only encourages more business to your charge points, but also improves the charging experience for the driver.

SEEING SIGNIFICANT RESULTS

Charge My Street, Lancashire based charge point operators took part in a 3 month pilot program of Fuuse charger promotional features.

Impressive results were immediately reported in the first month, returning an uplift in unique drivers, charging sessions, and revenue.

FINAL RESULTS AFTER 3 MONTH TRIAL

+80%
UNIQUE DRIVERS

+85%
CHARGING SESSIONS

+246%
GENERATED REVENUE

SUBSCRIPTIONS FOR CONSISTENT REVENUE

Allowing drivers to set up regular payments to your charge points with Subscriptions ensures income and promotes customer loyalty.

BOOST CUSTOMER LOYALTY

Much like season ticket subscriptions for your favourite sports team, offering Subscriptions to drivers will incentivise customer loyalty to your organisation's charge points, and increase utilisation to your chargers.

With one flat rate paid at a regular interval of your choosing, your customers can use your chargers as much as they need. This is a convenient solution for drivers who charge at your sites frequently, as well as guaranteed consistent revenue for you.

Choosing the right price for a Subscription can be tricky. If it isn't a good deal, there won't be much incentive to subscribe. However, you still want to avoid the risk of losing income by setting your rates too low.

GO FORTH AND EARN

Now that you understand the fundamentals of becoming a successful charge point operator, and with the **Fuuse Platform** as your command centre, you can start developing your chargers into lucrative passive income generators.

Good luck!



Get in touch to
book a demo

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