

EV CUSTOMER EXPERIENCE & EXPECTATIONS



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Business Development Manager



ELECTRIC VEHICLE ASSOCIATION OF ATLANTIC CANADA





Next Ride

TEST DRIVE AN ELECTRIC VEHICLE HERE!

ASK ME ANYTHING ABOUT ELECTRIC VEHICLES

ELECTRIC VEHICLE OWNER

ASK ME ABOUT ELECTRIC VEHICLES

HOW TO USE AN ELECTRIC VEHICLE FAST CHARGER

REGISTER HERE



Electric Car
Store

3367

WARNING
Video
24 Hr.
VIDEO





VEHICULES
ELECTRIQUES
CAR STORE
ELECTRIC

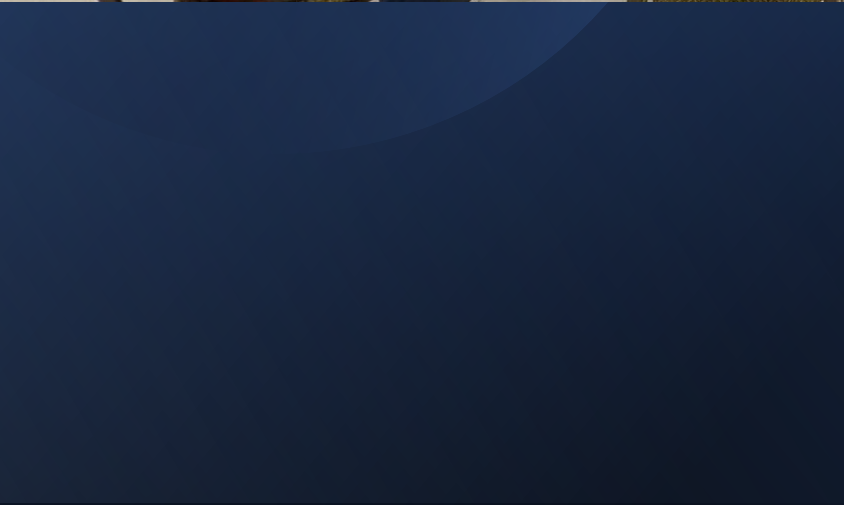
VEHICULES
ELECTRIQUES
ELECTRIC
IA2

PREMIUM
BYE-OWNED

PREMIUM
BYE-OWNED

3378

IA2



Business as usual isn't working in a transitioning industry





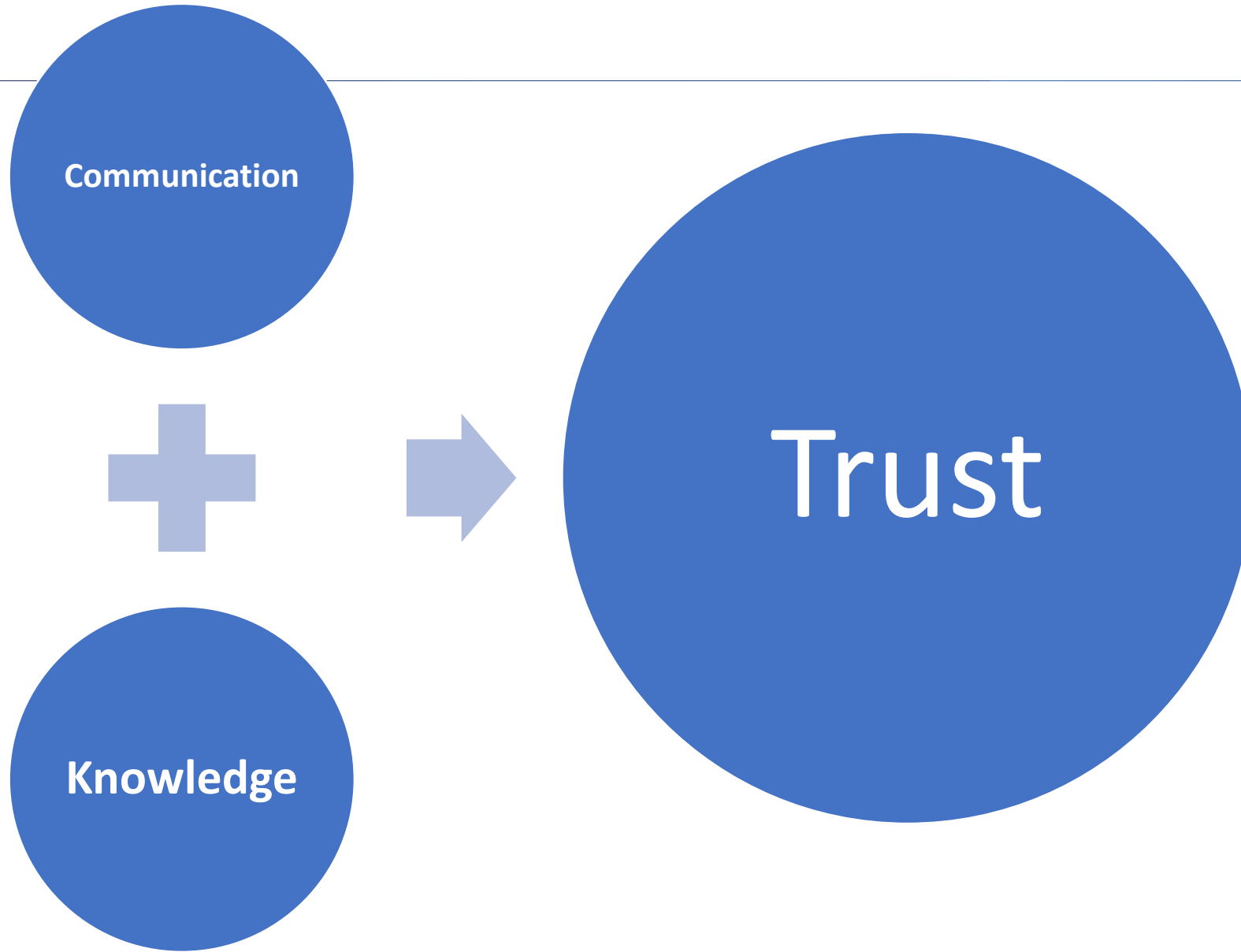
Customer
with
different set
of needs

Trust is foundational

Expertise of your product

Knowledge of the industry

MANAGING EXPECTATIONS



Town Hall



Wayne Groszko

March 18, 2021 · 🌐



Hi EVAAC,

If I went looking to buy an electric vehicle next week (new or used), what would I find out there in Nova Scotia and PEI? (Which dealers have them in stock and would I find some variety to choose from?) And do you think with the new incentives the available supply will be depleted?

This is in preparation for an interview I'm doing about this topic.



Kurt Sampson, Keith Wilde and 1 other

25 comments



Share



Adam Denny

December 3, 2021 · 🌐



Seriously considering buying a 2022 Kona EV. Trying to get a sense of the difference in cost vs. a regular gas powered Kona. It helps that there is a Kona gas model, it makes comparisons easier. So far I have accounted for the original purchase price, fees, rebates, taxes, financing, and gas vs. electricity use. But what about maintenance, tires and insurance? I have heard maintenance is very low (but how low?) - I have assumed it is about 50% of the gas model, perhaps \$5,000 over 10 years vs. \$10,000 for the gas model? Am I off base? And I assumed tires and insurance would

be very com
you think yo
to a website



1



Sean MacKinnon

August 23, 2019 · 🌐



Hi all, I've been looking at buying my first EV (likely a PHEV), and tempted to pick one up used in Quebec. Has anyone here done that? Anything I should know or consider beforehand? Thanks!



Maggie Woolsey-Gray and 2 others

30 comments

COMMUNITY ENGAGEMENT







ALLEV
ELECTRO AUTO GROUP

ive Demo Electric
Vehicle (iEV)
ALL-4 MODEL 3 MOTOR WHEEL DRIVE,
11kW Motor, 70kWh Battery
ALLEV.CA

PARTS and



CUSTOMER EXPECTATIONS

Customers are looking for:

- Reassurance and expertise
- Answers to hard questions
- Knowing the competition
- Test driving the vehicle
- A luxury experience





David Giles
allev.ca | 902-334-5835



ALLEV
STEELE AUTO GROUP

HARD QUESTIONS



Infrastructure cost
at home?
Cost of charging on
the road?

*Environmental footprint
of battery and energy
production?*

*Fuel / road taxes?
What will happen
in the future?*



How long do
batteries last?

*How often will I
replace the battery?
What's the cost?*

*Winter range
loss?*



*How long does
it take to
charge?*



*Can the electrical
grid handle all these
EVs?*

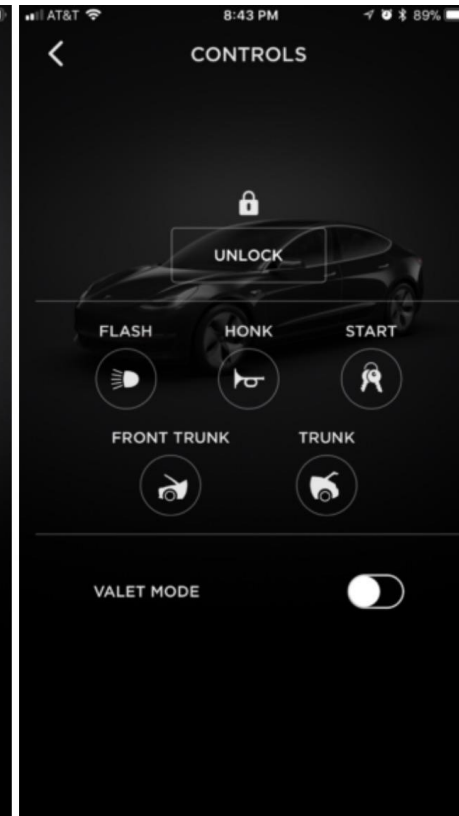
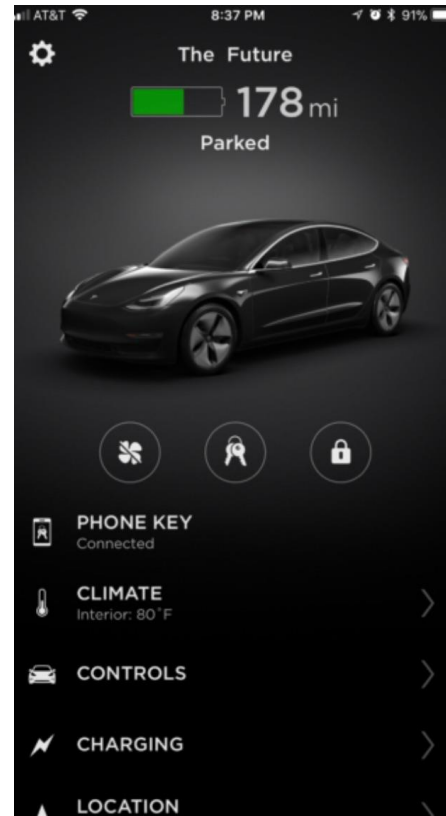


Can you
recycle
batteries?

How many chargers
are there in the
province? My
region?

TESLA CHALLENGES

- Customer account & app activation
- Autopilot Safety, Autopilot, Enhanced Autopilot, FSD
- Ordering parts



CUSTOMER PROFILE

- Well researched most of the time
- Family decision
- Less brand loyalty
- Businesses & business people
- Pressured sales doesn't work



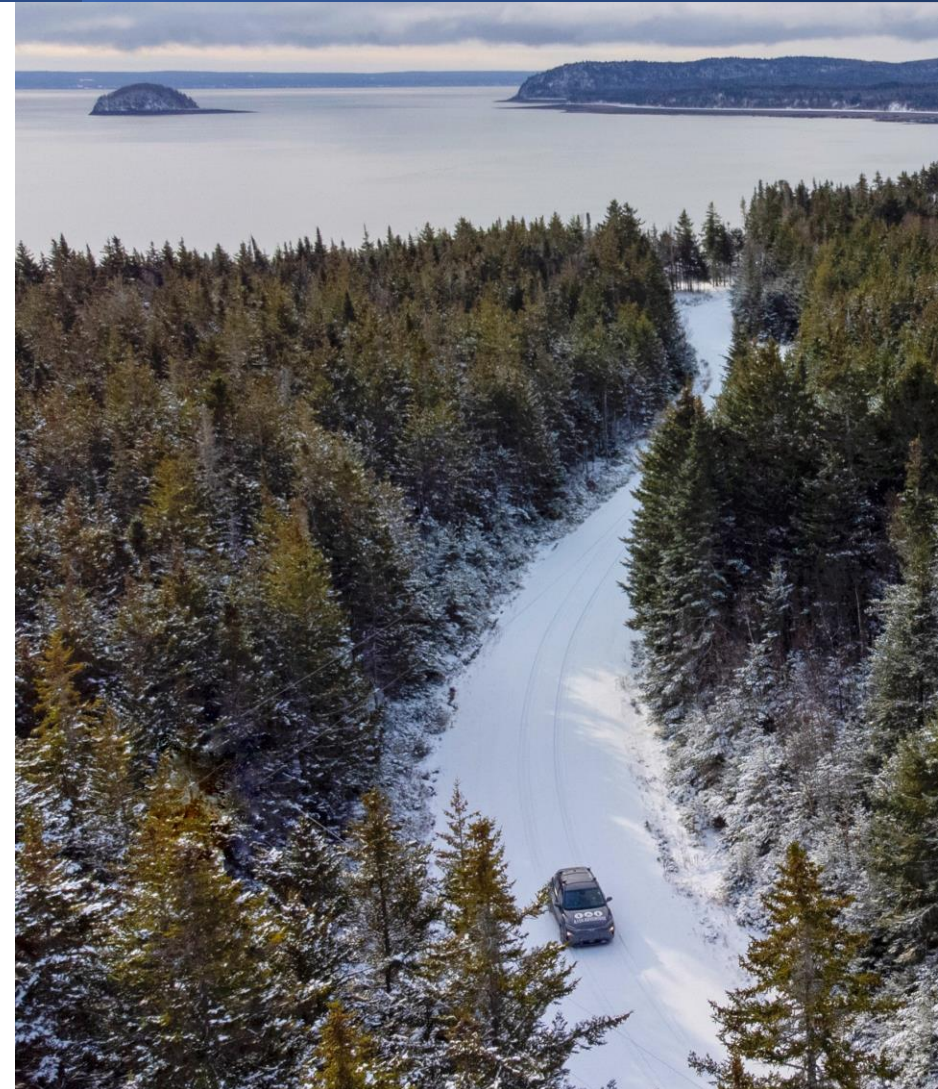
CUSTOMER EXPERIENCE

- Longer customer journey
- Needs discovery more important than ever
- Following up on a longer timeline
- Providing wealth of information & Resources

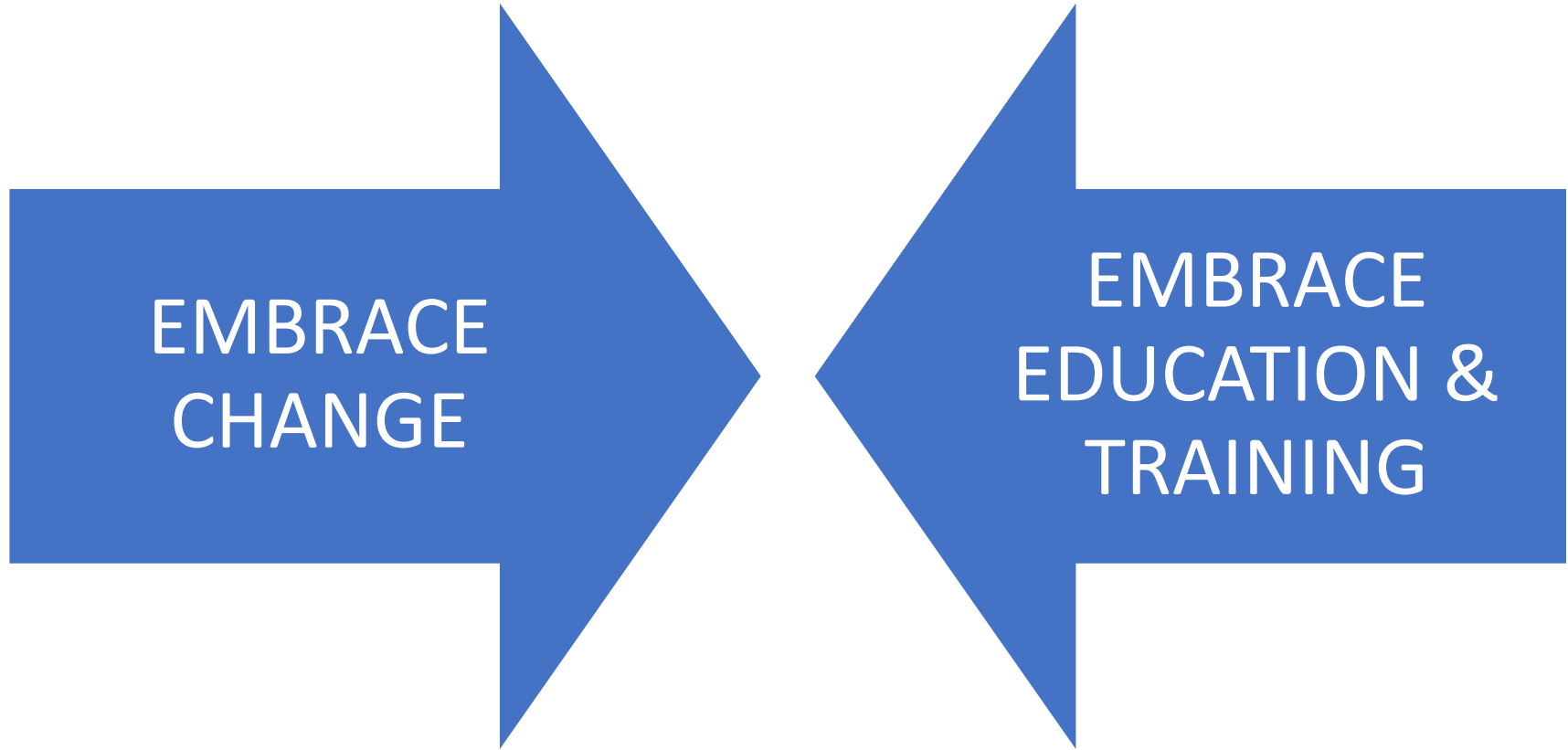


CUSTOMER EXPERIENCE

- **97% test drive**
- **Setting expectations**
- **Similarities to luxury segment: customer centric & experience centric approach**



PATH FORWARD?



YOUR TRUSTED DESTINATION FOR EVERYTHING AUTO



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