



# Charging Strategies compared

A detailed comparison of device  
charging strategies currently available  
on the market

ChargeBox Information Guide No.3  
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# WHAT THIS GUIDE PROVIDES

There are four different types of charging solution on the market - Charge and Lock, Charge and Stay (both of which are provided by ChargeBox), Charge and Go and Power supply only.

Each has its merits, and limitations. It very much depends of the setting and strategic goals as to which is best for your organisation.

To help you compare and contrast the different options, we've put together a series of tables that summarise the key attributes of each solution. They look at everything from your strategy and the environment, to the latest device charging technologies supported, and the options for making money.

The features are all things you should expect from any provider that offers the solution as standard. However, we've also highlighted where ChargeBox offers additional features as standard - where it applies, these are visible in bold text.





# LET'S COMPARE

Which charging solution is best for your situation?

## YOUR CHARGING STRATEGY

| Charge & Lock   | Charge & Stay  | Charge & Go   | Power Supply Only  |
|---|--|---|--|
| <p>Delivers a high level of customer service, promotes brand loyalty, maximises footfall, dwell time, boosts spending, and provides another great reason for shopper visits.</p> <p>Reduces 'low battery anxiety' and can stop people leaving the environment early.</p> <p><b>With ChargeBox:</b> Available with Fast Charge; charges mobiles and tablets up to 4x faster and will charge laptops too. Equipped with our specially reinforced manufacturer cables and patented SmartLock system to ensure the simplest customer experience. Real-time analytics provide a detailed audit trail, enabling an optimised maintenance regime, a guaranteed safe charge and a guarantee against device theft.</p> | <p>Increases the customer experience and promotes the brand within a location where visitors are static.</p> <p><b>With ChargeBox:</b> Equipped with Apple's MagSafe® tech for the fastest wireless charging available and cabled Fast Charge options, capable of charging mobile phones and tablets up to 4x faster, and charges laptops too. Real-time analytics provide a detailed audit trail, enabling an optimised maintenance regime, and a guaranteed safe charge.</p> | <p>Supports users who are on-the-go and need to move around a large area and still have access to their device.</p> <p>Less effective at promoting dwell time in highly localised areas e.g. food courts.</p> <p>Not viable as a solution for the provision of charging at scale as units are hired and then carried with only a certain number of units available for this purpose.</p> <p>Low usage as the model is usually pay-to-use.</p> | <p>Considered in the market as a token offering as vast majority of users do not carry charging cables. Also very little strategic value or ROI.</p> |

## ENVIRONMENTS & USE CASES

| Charge & Lock   | Charge & Stay  | Charge & Go   | Power Supply Only   |
|---|--|---|---|
| <ul style="list-style-type: none"> <li>Shopping centres</li> <li>Retail stores</li> <li>Airports</li> <li>Hospitals</li> <li>Universities &amp; Colleges</li> <li>Entertainment areas such as theme parks, cinemas and casinos</li> <li>Sports venues</li> <li>Events</li> <li>Large public spaces</li> </ul> | <ul style="list-style-type: none"> <li>Airport gates</li> <li>Cafes/restaurants</li> <li>Waiting areas</li> <li>Networking/meeting areas</li> <li>Meeting rooms</li> <li>Showrooms</li> <li>Retail environments</li> </ul> <p><b>With ChargeBox:</b> Both portable and furniture integrated options are available to suit the situation.</p> | <ul style="list-style-type: none"> <li>Cafes</li> <li>Restaurants</li> <li>Bars</li> </ul> <p>Best suited to lower footfall environments such as bars and cafes where there's less demand for charging.</p> | <p>Locations with minimal demand integrated into walls/seating areas/furniture.</p> |

## COST TO USER

| Charge & Lock  | Charge & Stay      | Charge & Go  | Power Supply Only  |
|--|--------------------|--|--|
| <p>Free-to-use, freemium or pay-to-use (coin operated or card/contactless payments) models available.</p> <p>In our experience, pay-to-use options will receive up to 90% less usage than lockers which are free-to-use.</p> | <p>Free-to-use</p> | <p>Mainly pay-to-use, freemium can be an option.</p> | <p>Free-to-use but have to supply their own charger.</p> |



## DELIVERS CHARGING AT SCALE?

| Charge & Lock  | Charge & Stay  | Charge & Go  | Power Supply Only   |
|--|--|--|---|
| <p>Free-to-use option: Yes</p> <p>Pay-to-use: Much lower usage</p> <p><b>With ChargeBox:</b> Our shopping centre-based charging lockers deliver on average 87 charges per day and have delivered over 11 million charges across 41 UK shopping centres since 2015.</p> | <p>Will do with the right solution.</p> <p><b>With ChargeBox:</b> Our 'Charge &amp; Stay' solutions come equipped with the fastest wireless charging available via Apple's MagSafe® tech and are available with cabled Fast Charge options. They're designed to deliver in the most demanding public environments such as retail, train stations and airports.</p> | <p>No</p> <p>(significantly lower use due to need for app and cost of use)</p> | <p>No</p> <p>Very few people carry their cable with them. Tendency to break easily.</p> |

## EASY TO USE?

| Charge & Lock   | Charge & Stay | Charge & Go   | Power Supply Only                                 |
|---|---------------|---|---|
| <p>Lock and Key: Yes</p> <p>Other locking solutions have serious user experience weaknesses. There is friction in setting up your own security (PIN, biometrics etc) and any system that relies on power for security could mean users are unable to retrieve their device in the event of a power loss.</p> <p><b>With ChargeBox:</b> Our lockers are lock and key and take seconds to plugin, lock and leave.</p> | <p>Yes</p>    | <p>Varies by supplier.</p> <p>QR Code payment method can be unusable if your phone is dead.</p> <p>Can be too bulky/heavy to carry with your phone in a pocket.</p> | <p>Yes but only if you have a cable with you.</p> |

## GUARANTEED SECURE (DEVICE)?

| Charge & Lock  | Charge & Stay                                  | Charge & Go                                    | Power Supply Only                              |
|--|--|--|--|
| <p>Biometric systems such as facial recognition and fingerprint are frequently flawed e.g. in the event of power loss, users cannot access their devices. PIN systems increase the likelihood of theft because PINs can be seen when being set up or easily guessed.</p> <p><b>With ChargeBox:</b> We guarantee the security of devices inc theft.</p> | <p>User stays with device whilst charging.</p> | <p>User stays with device whilst charging.</p> | <p>User stays with device whilst charging.</p> |



**GUARANTEED SAFE  
(CHARGE)?**

| Charge & Lock  | Charge & Stay  | Charge & Go   | Power Supply Only   |
|--|--|---|---|
| Varies by supplier<br><br><b>With ChargeBox:</b> Yes, because we fully track the charging experience and only use specially reinforced manufacturers' cables, ChargeBox guarantees a safe charge to devices. | Varies by supplier<br><br><b>With ChargeBox:</b> Yes, because we fully track the charging experience and only use specially reinforced manufacturers' cables, ChargeBox guarantees a safe charge to devices. | Most suppliers do not use manufacturer approved components which is a risk to delivering a safe charge. | No - potential health and safety risks with users using unmonitored power sources and their own sub-standard charging cables. |

**SUPPORTS DEAD  
PHONES?**

| Charge & Lock | Charge & Stay | Charge & Go   | Power Supply Only                                   |
|---------------|---------------|---|---|
| Yes           | Yes           | Sometimes not - for some systems you need your phone to scan the QR code to pay for the battery hire. You won't be able to do this if your phone is dead. | Only if the user is equipped with a charging cable. |

## FAST CHARGE?

| Charge & Lock  | Charge & Stay   | Charge & Go  | Power Supply Only   |
|--|---|--|---|
| <p>Unique to ChargeBox, no other supplier currently offers Fast Charge.</p> <p><b>With ChargeBox:</b> Fast Charge is now provided as standard.</p> | <p>Unique to ChargeBox, no other supplier currently offers Fast Charge</p> <p><b>With ChargeBox:</b> Fast Charge is now provided as standard.</p> | <p>No - the battery charge will be between 25-50% of a Fast Charge solution over the same time period.</p> | <p>Varies* If yes an applicable cable is also required</p> <p>* USB-C implementations we've seen have been fragile and don't provide Fast Charge.</p> |

## ON-SITE STAFF EFFORT

| Charge & Lock  | Charge & Stay  | Charge & Go   | Power Supply Only  |
|--|--|---|--|
| <p>Varies by supplier</p> <p><b>With ChargeBox:</b> Provision of a standard service contract means very low effort required by on-site staff teams. Our remote monitoring service means we know quickly if there is a fault.</p> | <p>Varies by supplier</p> <p><b>With ChargeBox:</b> Provision of a standard service contract means very low effort required by on-site staff teams. Our remote monitoring service means we know quickly if there is a fault.</p> | <p>A lot of providers white label cheap imported solutions which are unreliable. Staff interventions required for faulty battery hire and when users feel they have been incorrectly billed to purchase the battery pack.</p> | <p>Could create demand for loan of cables from venue staff. Power points prone to breaking, with reliance on working power points, staff may have to assist in finding other working points.</p> |







# COMMERCIALISATION

| Charge & Lock   | Charge & Stay  | Charge & Go   | Power Supply Only |
|---|--|---|-------------------|
| <p>Yes, opportunity to monetise through advertising and sponsorship and pay-to-use option.</p> <p><b>With ChargeBox:</b> Sponsorship opportunity through custom branded wraps and video advertising via LCD screen. Both coin op and card/contactless payment options as well as free-to-use.</p> | <p>Yes, opportunity to monetise through advertising and sponsorship and pay-to-use option.</p> <p><b>With ChargeBox:</b> Branding option available on charge and stay solutions.</p> | <p>Yes, opportunity to monetise through advertising and sponsorship but mostly through pay-to-use option.</p> | <p>None</p>       |

# LANDLORD INVESTMENT REQUIRED?

| Charge & Lock   | Charge & Stay | Charge & Go   | Power Supply Only   |
|---|---------------|---|---|
| <p>Yes - investment is required but a free-to-use service will result in the highest adoption and usage, delivering the greatest ROI.</p> | <p>Yes</p>    | <p>No. Pay-to-use options are always free to deploy - assuming usage is sufficient. May generate a small amount of revenue.</p> | <p>Varies on the availability of power. Routing power can be very expensive.</p> <p>Hidden costs in terms of demands on on-site staff in terms of checking/ maintaining and requests for charging cables.</p> |





## CONCLUSION

This guide has covered all the aspects of each charging solution and helps draw comparisons to each. While all four provide a solution to the problem of a low battery, all do it in very different ways. The experience is dramatically different in some cases, as is the potential ROI and opportunity to improve brand loyalty.

ChargeBox offers Fast Charge solutions to securely lock your device away while it charges or to stay and use it while it charges. They represent the most viable scalable options for meeting strategic goals, boosting NPS and driving revenue.

Our view:

Charge and Lock is the most comprehensive and uncomplicated solution, that can deliver at scale.

# ABOUT CHARGEBOX

## The ChargeBox Story

Since 2005, ChargeBox has led the way in providing secure out-of-home charging for mobile devices. We are the experts in helping companies to keep their customers charged and connected.

Our clients benefit by improving customer satisfaction and loyalty, increasing footfall and spend while ensuring their customers are always able to use their smartphone for payments, tickets, boarding cards, and critical apps. As a result, customers experience reduced stress and anxiety from low batteries and feel safe in the comfort of knowing they can securely charge mobile devices and stay connected to their loved ones.

We specialise in mobile charging for retail, mass transit, healthcare, education, corporate and the events sector. On a purchase or rental basis, we can provide 'stay and charge' or 'lock and leave' units with standalone or integrated solutions.

Our British designed and manufactured charging stations, which include our patented 'Smart Lock' system, have delivered more than 50 million out-of-home device charges worldwide at over 2,000 points globally such as train stations, airports and shopping centres, through major sport and music events to industry conferences. All of our solutions feature Fast Charge capability plus ultra-robust charging cables for the latest devices and are backed by our real-time monitoring system that provides a safety and security audit trail, usage statistics and also enables our service team to ensure every charging point is working at its optimum.

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[www.chargebox.com](http://www.chargebox.com)



# THE CHARGEBOX ADVANTAGE

## Not all solutions are created equally.

Throughout 16 years of developing charging solutions and charging over 50 million devices in the process, we've learned a lot and fed that back into our designs, software and products. Everything we do, we do for a reason. We have many unique advantages and a world-class heritage. If you're not sure why any of the below is important, just ask us. We'd be pleased to share our insight and why many of our competitors have not learned these lessons or won't invest in the quality needed for high-volume robust, public-facing solutions.

|                 | Locker Solutions   | Stay and Charge   | Notes  |
|-----------------|--|---|--|
| Product Names   | FAST6  | FASTHub, AirHub+  |  |
| User Experience | USB Fast Charge significantly reduces time required for same charge level by between 2.5-4x    | USB Fast Charge significantly reduces time required for same charge vs others |  |
|                 | N/A  | Integrated Apple MagSafe Wireless charging for fastest wireless charging      |  |
|                 | Enhanced cables for easy connection  | Enhanced cables for easy connection   |  |
|                 | SmartLock Patented system for ease of use (around 5 seconds) - just 2 steps - Connect and Lock | N/A   |  |
|                 | Unique Lock/Key provides ultimate security every time including when power is lost to unit     |   | Note situations of power loss in competing products result in customers unable to retrieve devices |

# THE CHARGEBOX ADVANTAGE CONT.

|                          | Locker Solutions   | Stay and Charge   | Notes  |
|--------------------------|--|---|--|
| <b>Safety / Security</b> | Highest quality Fast Charge charging hubs                                      | Highest quality Fast Charge charging hubs                               |  |
|                          | Manufacturer cables (enhanced)   | Manufacturer cables (enhanced)  |  |
|                          | Guaranteed Safe Charge   | Guaranteed Safe Charge  |  |
|                          | Guaranteed Secure Charge   | N/A   |  |
| <b>Fully Managed</b>     | Maximises availability through remote fault diagnosis                          | Maximises availability through remote fault diagnosis                   |  |
|                          | Underpins Safety and Security Guarantees                                       | Underpins Safety Guarantees   |  |
|                          | Detailed Analytics on Usage  | Detailed Analytics on Usage   | Optimises service levels, investment, ROI measurement            |
|                          | Remote software and media content downloads                                    | Remote software downloads (optional media for FASTHub)                  |  |
| <b>Robustness</b>        | Designed for high volume use   | Designed for high volume use  |  |
|                          | Enhanced ChargeBox X-Ten protected cables for maximum cable life               | Enhanced ChargeBox X-Ten protected cables for maximum cable life        |  |
|                          | 3rd generation mechanical design for maximum lifecycle and highest reliability | N/A   | 16 years experience of operating systems with 50 million charges |
|                          | Highest quality materials including stainless steel, aluminium acrylics        | Highest quality materials including stainless steel, aluminium acrylics |  |



# THE CHARGEBOX ADVANTAGE CONT.

|                           | Locker Solutions   | Stay and Charge  | Notes |
|---------------------------|--|--|-------|
| <b>Hygiene</b>            | Long-lasting anti-microbial coatings   | Long-lasting anti-microbial coatings   |       |
| <b>Host Interventions</b> | Minimal with managed system, robustness and ease of use. Limited to rare lost key events. Alternative systems require many interventions to do with failed PIN code, or other security system errors and lower reliability | Minimal with managed system and robustness   |       |
| <b>Lifecycle</b>          | Guaranteed components for 5 years under contract   | Guaranteed components for 5 years under contract   |       |
|                           | Software and standards based for future-proof  | Software and standards based for future-proof  |       |
|                           | Lowest cost per charge   | Lowest cost per charge   |       |
| <b>Devices Supported</b>  | <ul style="list-style-type: none"> <li>• All modern smartphones, especially Apple, Samsung, Google, Sony</li> <li>• Tablets - inc iPad</li> <li>• Many modern laptops up to 13" with USB-C charging</li> </ul>             | <ul style="list-style-type: none"> <li>• All modern smartphones, especially Apple, Samsung, Google, Sony</li> <li>• Tablets - inc iPad</li> <li>• Many modern laptops up to 13" with USB-C charging</li> </ul> |       |
| <b>Origin</b>             | UK designed, manufactured and operated   | UK designed, manufactured and operated   |       |