



# Making the right charging choice

Five key criteria to consider when  
deciding on which charging solution is  
best for you.

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# ***WHAT THIS GUIDE PROVIDES***

No one knows your business or organisation better than you do. This insight is vital when deciding which charging model to adopt. That's because the aspects of charging speed, ease of use, customer experience, safety and security, financial investment and the levels of management required to run the service all need to align to the end goals you have.

So, in retail it's a customer experience that surprises and delights shoppers, prevents them from leaving early and drives additional spend. In healthcare it might be to help patients stay in touch with loved ones and preventing the nursing team from having to help find free power points. At an airport, reasons to offer charging will be very different and focused on keeping passengers moving through the terminal smoothly and ensuring boarding cards and vaccine passports can be digitally displayed. And then there's the education sector where student engagement, safety and wellbeing might be the driving force - removing any low battery anxiety felt by students, or it could be related to demonstrating that the establishment offers modern and innovative facilities for it's students!

Ultimately this guide helps you navigate the differences between solutions with your specific needs in mind, so you can make an informed decision about which solution is best.

# MAKING THE RIGHT CHARGING CHOICE

Each charging solution can be assessed against the same criteria:

## 1. SETTING

The environment and the reason for use, and how many people can benefit from charging at any one time.

## 2. USER EXPERIENCE

How quickly will the solution charge a device and how easy is it to get your phone charging without any help.

## 3. SAFETY & SECURITY

The level of management needed to run and maintain the service.

## 5. FINANCE

The financial model for the provision of the service plus different ways of funding it.





# LET'S START WITH THE SETTING



## Coping with the volume

If you are providing the service in a retail environment, busy transport hub, university or hospital, chances are that you will be managing tens of thousands of visitors a day. The scale of the service you offer and repetition of use is a major consideration for selecting a service that is capable of managing such high volume use. It needs to be a robust managed service so it can deliver day in day out.

## Complementary to the visitor's purpose

It's also worth noting that in these types of environments, people will want to be free to move to take advantage of what's on offer – shops, bars, cafes – or in the case of a hospital stay with their loved one, knowing their phone will have full battery. The flexibility of having a safe and secure place to charge their phone, when needed, is paramount.

## Complementary to your strategy

This has implications for how you want people to access other services and spend money. If you want dwell time and spending to go up then locker style services are ideal, plus they come with a cable so there's no added anxiety from not having one with you.

## Keeping visitors connected

In other settings like conferences, people might like to have the chance to catch up on emails at a desk with a charging station on it and then move on, as well as have a secure locker for when the seminars are happening.

## Matching the customer's journey

Thinking about how people will use the space and therefore how they will want to access charging is a crucial part of planning the best customer journey and adopting the best solution to match.

**OVER 90%**

of people do not carry a charging cable with them whilst shopping.





## **EASE OF USE**

### **Speed of charge**

The speed at which a solution charges a mobile device is critical to the customer experience. Fast Charge, the latest USB charging standard adopted by most major brands, will be up four times faster than most people are used to at home. There are various charging speeds with different solutions. As a comparison, ChargeBox fast charge solutions are on average 2-3 times faster than battery packs. The difference between a 7% and 23% charge in 10 minutes.

### **Usage at Scale**

If you are going to deliver a charging solution at scale then it needs to be free, intuitive and quick to use to encourage maximum adoption. With some solutions you can literally plug your phone in, with others such as battery packs you'll need to download an app, add payment details and set up before the first use.

### **Free to Use or Pay to Use**

Ease of use also hinges on whether the service is free or paid. If there is a need to pay for the service then this needs to be factored into the customer journey and you should be prepared for only 5% to 10% of the usage of a free service. If it's deemed too complicated or a hassle it might not be used at all and the ROI won't be achieved financially for you or the service provider. Users will also view a paid service as a money-maker and not a customer service. You'll also need to ensure that any paid-for service is fully operational.





## Safety

We've mentioned safety in terms of where the device is while it is charging. But you also need to consider the safety related to the cable and technology that provides the charge and whether the safety of the charge is being monitored. ChargeBox solutions are specifically designed and engineered to meet high safety standards as well as the demands of repetitive use. They will always have up-to-date, manufacturer approved cables and will be refreshed as technology is.

## Security

Of course, the actual mechanism for ensuring safety of the device while it charges, whether it is pincode, lock and key, fingerprint or face recognition is vital in terms of providing an easy to use service. However, biometric systems create a lot of user friction and are frequently less secure. With pincodes, you don't want people fearful they will forget them or be troublesome when users try to set one up or lead to anxiety that their pin code might be compromised. Users will often simply walk away.

ChargeBox's key-based patented SmartLock system offers the safest and simplest experience that everyone can understand.



# MANAGEMENT & SERVICING

## Staff interventions

Lock and Key style charging lockers keep things simple as there is very little need for staff intervention\*, compared to PIN-based lockers which generate issues when the user forgets their code or theft due to poor PIN selection. At the other end of the scale, battery packs require a full operations plan in terms of loaning and returning a device. This can make it difficult to deploy the service at scale. (ChargeBox clients experience only 1 key lost for every 55k uses.)

## REMOTE MONITORING

### A Managed Service with Reporting

ChargeBox solutions also come with managed service support, and come with built in telemetry to provide an audit trail to ensure full device security and safety, detect faults and track usage. So you know the best customer experience is being delivered and exactly what your ROI is at any one time. It also means you can be assured downtime is minimised and you can focus on what you do best while your provider is ensuring optimal service. Plus the data you get can help tell you more about your customers and can be used for marketing initiatives. Built in screens can also capture additional data for you or partners (GDPR compliant).

When choosing a charging provider you should consider if they have the capabilities to monitor and manage the performance of your solutions.

Unfortunately battery packs have no such support or insight beyond the capabilities of the team you deploy and the records that show how many loans are made / paid for.

**ChargeBox®**



# FINANCING

## Financial models

All these factors help determine which solution is best for the strategic customer experience you want to deliver. But the commercials are also a significant influence on the decision you make. Ask solution providers what evidence they have to demonstrate ROI.

## A free service or paid for?

Building a business case rests on the amount of management time you have to give to running the service, the number of people you want to offer the service to and the revenue you can expect as a result of offering the service. This helps establish whether the service is free or paid for. Working with your provider, you will be able to determine how usage and charging models convert into revenue either directly from the solution, or indirectly from increased dwell time and revenue elsewhere.

You might also want to look at what provisions you already have in place, but if all you're providing is a socket for your cleaners that users can plug into during the day, how do you think that will be viewed? It very much depends on the nature of your business as to what will work best.

## Sponsorship Opportunity

It's worth noting that revenue can also be maximised with some of the services. For instance, lockers can act as an outdoor media opportunity and the space can be sponsored by brands for a fee, so they have a permanent presence and association with the service. This works well in shopping centres and airports where a retailer or product brand wraps the lockers with their logo / advertising. This generates a halo effect for their brand as well as yours, not to mention income for you.





# WRAPPING IT UP



## WHAT YOU SHOULD BE ASKING YOUR CHARGING SUPPLIER

If you're about to start discussing the options then you need to look at the customer experience being delivered, the speed of charging, safety and security of the device when it is charging, safety in terms of the electrical connection i.e. the cable provided, the revenue opportunities and customer experience you will deliver, and the way the service is managed. This should form the checklist for success and a good partner will help guide you through the different scenarios so you can reach the best outcome.

### Conclusion

As you can see, there is a lot to think about from how your brand will be perceived, to how many people you have available to manage the solution, to the return you want to generate.

Each solution has its advantages and disadvantages, but what's clear is that Charge and Lock is the most comprehensive and uncomplicated solution, that can deliver at scale.

That said, Charge and Stay comes a close second for the right environments. But no matter what decision you decide upon, ensuring it is safe, secure and practical to manage should always prevail.

### *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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# 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	