

A woman with voluminous curly brown hair is smiling and looking off to the side. She is wearing a light beige zip-up jacket over a white tank top and blue jeans. She is holding a white smartphone in her right hand. The background shows a blurred outdoor setting with green trees and a white car. A large blue abstract shape is on the right side of the image, containing the Wengage logo and a teal box with text.

Together for better connections

wengage

Creating
**an unparalleled
customer experience**
in e-mobility?

The e-mobility sector in Europe is undergoing an unprecedented **transformation**, increasingly impacting both businesses and consumers. While the focus in the past was mainly on Electric Vehicles (EVs), Charge Point Operators (CPO's) and Mobility Service Providers (MSP's), the market is now expanding to a diverse range of sustainable mobility solutions, such as e-bikes, e-scooters and other forms of micromobility.

This market shift requires **innovation** but also **customer-centric and efficient service solutions**. The challenge for companies in this sector is not only to develop innovative products but also to deliver an exceptional customer experience that exceeds consumer expectations.

But **how do you differentiate yourself** as an e-mobility organisation in terms of customer experience? Based on trends and research you will discover the fundamentals of creating an unparalleled customer experience in e-mobility.

Who is this whitepaper intended for?

Charge Point Operator

Enhance the reliability and accessibility of your charging network.

Charger Manufacturer

Transform your offering from products to service solutions.

CPMS Provider

Enhance the convenience of EV charging for users.

eMSP

Strengthen the long-term value of customer relationships.

Vehicle OEM

Align your EV services with your brand's commitment to quality and innovation.

Energy Supplier

Explore the opportunity for value-added sales and services.

Micromobility provider

Elevate your customer service for E-bikes, E-scooters, E-steps, ...

Smart Parking Supplier

Provide services that go beyond parking spaces.

The Rise of E-Mobility

Electric Vehicles

In recent years, the popularity of electric vehicles has experienced enormous growth. This trend is supported by government measures that promote sustainability, investments in charging infrastructure and growing environmental awareness among consumers.

In addition to the electric vehicle (EV) market, we notice **a shift towards diverse e-mobility solutions** that meet the urban needs of consumers.

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fully electric

Rising EV sales

Last year, the EV market in Europe reached 27% penetration, meaning more than one in four cars sold were fully electric*. This growth is supported by new CO2 emission targets and the availability of more affordable models.



The Rise of E-Mobility

e-bikes and e-scooters

The demand for **e-bikes & e-scooters** has skyrocketed, partly due to urban mobility plans that discourage car traffic and promote cycling and micromobility.

These types of E-micromobility play a crucial role in offering a **fast, efficient and sustainable** solution for short distances.

3,63%
Annual Growth

E-Bikes Popularity

Growth in the e-bike market for electric bikes in Europe is estimated to reach €18,31 billion by the end of 2025, with an expected annual growth rate of 3.63% between 2025 and 2029. * This growth is driven by the rising demand for eco-friendly transport alternatives and government initiatives to promote e-mobility.



The Rise of E-Mobility

Charging Infrastructure

The responsibility of Charge Point Operators (CPO's) in the rollout of charging infrastructure for electric vehicles continues, but the demand for faster, more accessible and **interoperable** charging solutions is still growing.

Users expect a **seamless charging experience**, regardless of the type of vehicle.

1mio

Public Charging
Stations

Charging Points

There is a significant expansion in the number of charging points in Europe. By the end of 2025, the aim is to have 1mio public charging points and 10mio EVs on the road. * This infrastructure development is crucial to meet growing demand and reduce range anxiety among consumers alternatives and government initiatives to promote e-mobility



The Rise of E-Mobility

Parking facilities

As e-mobility expands, parking facilities, must adapt to accommodate EV charging. **Smart parking solutions** with integrated charging stations are becoming essential, allowing for efficient use of space and ensuring accessibility for EV users.

Parking facilities do no longer offer just parking space but also technical solutions leading to a need to support these charging stations and their users.

1/5

Smart Parking Solutions

For buildings with more than five parking spaces, at least one EV charging point is required for every five parking spaces, or 50% of the parking spaces must be equipped with precabbling (conduits for electric cables) to facilitate future installation of charging stations.



Challenges of E-Mobility

Although the adoption of electric mobility is accelerating, it also brings significant challenges.

Low empathy assistance

Customers and e-mobility users expect more than just a technical helpdesk - they want to be heard.

💡 *By combining technical expertise with empathy, you can effectively support users during emergencies or first-time use, ensuring that e-mobility becomes seamless.*

Bad service and poor maintenance

Customers expect fast, expert service and the technological complexity of electric vehicles requires specialised technical support.

💡 *24/7 availability of technical customer service professionals is crucial to support both the end users as technicians in the field.*

Unavailable or non-functioning infrastructure

The lack of reliable charging stations or long wait times can lead to customer frustration and negative brand experiences.

💡 *Proactive communication about possible outages or proactive redirections to available charging stations becomes important.*

Poor Customer & User Experience

Users need to be satisfied not only at the time of purchase but also through ongoing service and support.

💡 *Customer service should understand your customers' needs and efficiently manage their expectations, ensuring a seamless experience.*

How can e-mobility defy these challenges? *A Customer-Centric Approach*

WEngage offers tailored customer contact solutions that help e-mobility businesses elevate their customer service and overall experience.





1

A specialised E-mobility team

WEengage has created a team of highly skilled customer service professionals, dedicated exclusively to e-mobility, called E-Drive Assistance.

These experts possess an in-depth understanding of the e-mobility industry. Trained through our proprietary academy and further refined with customer-specific training, they bring unmatched expertise to every interaction.

With a blend of technical knowledge and empathy, they guide e-mobility users through every stage of their journey. Whether it's supporting EV charging stations, e-bike services or shared mobility platforms, we ensure customers receive timely, professional and personalised assistance at every turn.



2

24/7 omni-channel support

WEngage provides 24/7 customer support that adapts to both continuous needs and peak demand periods, ensuring your customers are always supported.

Our omni-channel approach covers phone support, instant and delayed messaging, email, and social media, making us accessible wherever your customers are. Whether it's during the night, weekends, or holidays, we deliver consistent, professional and responsive service.

With WEngage, your customers will receive the right support through the right channel at the right time, ensuring seamless communication and a superior experience 365 days a year.



3

A higher Customer Satisfaction

WEengage provides tailored services designed specifically for e-mobility users, addressing every need throughout the entire customer lifecycle— from initial support and technical services to loyalty and retention campaigns. Every customer interaction is handled with care, professionalism and a smile, ensuring a positive experience at every touchpoint.

We continuously monitor these interactions and regularly update our team's training to maintain the highest standards of service. In addition, we provide valuable, transparent performance reports, giving you peace of mind and allowing you to track the effectiveness of our efforts.

4

Advanced Technology

WEngage leverages the latest contact technologies and AI-powered systems to optimise communication between businesses and their customers.

Our intelligent service scheduling tools enhance appointment efficiency and streamline inflow management, ensuring that customers receive quick assistance with minimal wait times.

With innovative AI-driven solutions such as [WEemail](#), [WEtranslate](#) and [WEqualify](#), we further enhance both employee and customer experiences, driving operational efficiency while delivering seamless, personalised support at every touchpoint.

Conclusion

The e-mobility industry is no longer a niche market, but a crucial pillar for the future of European mobility.

For businesses that want to remain competitive, **customer-centricity** is key. This means not only investing in innovative products but also in excellent customer service and advanced technologies that enhance the customer experience.

With flexible customer contact solutions, technologies that increase efficiency and a customer-focused approach, WEngage supports businesses to differentiate themselves in this rapidly growing and competitive market.

Are you ready to elevate your customer contact strategy?

Contact us!

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 WEngage



WEngage is your European partner in creating outstanding and authentic customer experiences across a wide range of communication channels.

With more than 30 years of experience and the combination of skilled staff, powerful AI-driven technology and certified processes, we take your customer engagement to the next level.


WEngage has offices in Belgium, the Netherlands, Morocco, Türkiye and Suriname and offers services in a variety of languages, allowing us to optimise connections with your customers across Europe.

Next to our human contact solutions we have developed our **own AI-driven services** that empower our customer service professionals and create an unparalleled customer experience.

In this way, we constantly strive for the best connection with our employees, our partners and their end customers, our suppliers and all our stakeholders.

Therefore, our baseline reads: **Together for better connections.**

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 WEngage



Partner content

ContactExpert is a service provider specifically for organisations that attach great importance to contact with their customers and wish to continuously improve this contact. ContactExpert shares its knowledge & expertise via:


Insourced CX Professionals

Experienced professionals handle your customer contacts at your premises.

Benefits of a collaboration

- Experience & Expertise
- Certainty
- Flexibility and control

Want to know more?
Contact us for an informal chat.

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