

Guest Charging Discount Code

Maximize Business Potential and Drive Usage

Benefits

A self-manageable discount code to offset the charging price. The percentage discount, the direct discount, or the tiered discount can be offered based on the operator's business strategy.

Scenario

The discount code can be leveraged in all kinds of scenarios. Any time a business wishes to discount the price of charging, either to attract potential customers or to reach business goals, it can offer a discount code.

Discount codes are excellent for attracting customers to under-utilized locations. If a particular parking lot receives fewer drivers or a supermarket has low turnout midweek, discount codes can encourage patrons to visit. Additionally, discounted charging is excellent for promoting a newly opened site a business wishes to draw attention to.

Administrators can easily collect all the charging history data for sessions that employed discount codes. They can then review this usage when analyzing or planning their operations.



How-to

- The administrator logs in to ABM EV OS, specifies the target location(s), the validity period, and the usage, and then generates the discount codes.
- EV drivers open the ABM app, scan the QR code on the charger, and input this discount code for discounted charging.
- The administrator tracks the usage through ABM EV OS.

Key Features

A discount mechanism for managing:

- App-less charging.
- Management console for self-generating the access code.
- Management tag for tracking access code usage.