

CASE STUDY

# Grow Electric Vehicle Infrastructure with BlastPoint's Commercial Personas

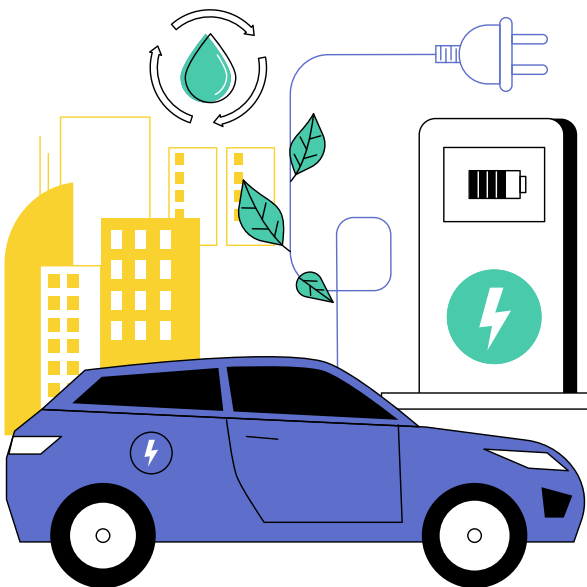


ATCO, a large energy company operating in Alberta & northern Canada, wanted to get ahead of the EV adoption curve in the region by targeting commercial customers most likely to become partners in EV charging infrastructure expansion. With BlastPoint's technology, they identified 220K potential partners for outreach.

## RESULTS



**Potential EV Charging Partners Identified**



## OVERVIEW

With a large territory (230K customers and 57,000+ miles of power lines) and a small Customer Engagement team (6 employees), ATCO wanted to make it easier for the team to find the best commercial targets for EV charger installation. BlastPoint's technology created commercial personas representing ATCO's most likely EV infrastructure partners & adopters. In total, BlastPoint found 220K potential partners at the rooftop level for targeted outreach.

## OBJECTIVES



Identify where chargers should be placed so they will be accessible & generate revenue for EV infrastructure partners.



Identify commercial business partners who are most likely to be willing & able to install EV charging technology



Integrate charging data to reveal what types of EV plugs already exist and pinpoint where they are located



Identify commercial business partners who are most likely to convert their fleets to electric.

## SOLUTION

### Enhanced Data Reveals Top Commercial Targets

One obstacle for ATCO was limited internal data. BlastPoint enhanced existing datasets with third-party and modeled data to illustrate the EV adoption curve for their unique region. To do so, BlastPoint developed multiple commercial persona types that ATCO's customer engagement team could use as a guide for precision-targeted marketing, engagement, and grid optimization. BlastPoint identified the top datasets that support EV adoption in the region, such as population density, types of businesses, education levels, and employment. These datasets helped create a set of commercial personas representing ATCO's most likely EV infrastructure partners & adopters.

### Data-Driven Insights Optimize Processes

BlastPoint's platform made it simple for ATCO to locate and analyze the best commercial targets for outreach without going door to door across their vast territory. With commercial personas, the Customer Engagement team knows exactly who to target and who not to bother, and what to say in order to incentivize unique customers in different regions. Additionally, they can optimize grid utilization, understanding how, where, and when electricity is used as their customers shift along the EV adoption curve.