

TCS HOBS™ electric vehicle charging solution

Communications, Media & Information Services



The automobile industry stands at the threshold of a revolution as electric vehicles (EV) are expected to outsell their fossil fuel counterparts by 2035. It is predicted that their market share will reach 26% in Europe and 8% in the United States by 2030.¹ The lower cost of ownership, growing customer expectations, declining battery costs and improved range have led manufacturers to invest billions in developing new vehicles. However, the truth is that they are facing several challenges, such as scaling the EV charging ecosystem in a sustained manner and ensuring consistent customer experience.

TCS HOBS™ electric vehicle charging solution aims to address these challenges by allowing ecosystem integration across car owners, charging station owners and other partners. It facilitates touch-free operations at charging stations and provides personalized and enhanced customer experience. The platform also supports complex business models like B2C, B2B, and B2B2C.

Overview

Automobile manufacturers all over the world are battling several issues in setting up a robust EV charging ecosystem. Poor charging infrastructure and manual processes in the operations department lead to unnecessary delays and inefficiency. The lack of optimal business and financial model is one of the biggest hurdles in the widespread adoption of EVs around the world. Therefore, manufacturers does not just need a good electric vehicle, but also a solution that provides a customer-friendly experience.

TCS HOBS electric vehicle charging solution is a one-stop solution, integrated with four important functions: product lifecycle management with purpose-centric approach, customer lifecycle management, charging station management, and billing system management. All of these aspects make life easier for both electric vehicle charging operators as well as end users.

The platform allows:

- Seamless ecosystem adoption across station owners, charging stations, and car owners
- Efficient electric vehicle charging management by providing a zero-touch operation at charging stations
- Mass personalization for both fleet and consumers
- Real-time, on-demand charging with next-generation analytics

[1] IEA, Global EV Outlook 2019 (May 2019), accessed August 31, 2021, <https://www.iea.org/reports/global-ev-outlook-2019>

Our solution

TCS HOBS Electric Vehicle Charging Solution comes with a wide range of capabilities such as:

- **End-to-end management:** Provides the option of product management, customer relationship management and order management on one platform instead of in multiple disconnected systems
- **Seamless ecosystem integration:** Ensures simple adoption and integration of the new charging ecosystem with existing partners
- **Ease of operations:** Enables seamless operations for charging management, customer management and partner management teams
- **Mass customization:** Allows mass personalization for consumer and fleet, make and type of the electric vehicle, as well as location and type of charging station

The platform also offers out-of-the-box features such as:

- **Zero-touch experience:** Provides a completely unmanned zero-touch experience to end-users at charging stations
- **Real-time charging:** Powered by next-generation analytics, the solution provides real-time status to users
- **Interactive user rating system:** Allows users to provide feedback and rate the services they use on the platform for further improvement
- **On-demand inventory listing:** Helps users locate and use the services available to them in the nearby areas

Benefits

The TCS charging solution provides end users with a seamless, simple and standard experience, when it comes to recharging their vehicle away from home or whilst on a journey. With this scalable, highly flexible, and customizable platform, automobile enterprises can achieve the following benefits:



Smooth customer onboarding: Avoid lengthy manual onboarding through automated processes and launch offerings faster with out-of-the-box solution components.



Improved data collection, end user management: Enhance end user experience and provide electric vehicle operators access to better end user data, with more intuitive mobile application.



Efficient central charger management: Ensure remote charger management, reducing truck rolls by up to 70%; fix more than 80% issues remotely.



Reduced costs: Lower the total cost of ownership through intelligent charging and automation.



Higher productivity: Improve service level performance with advanced analytics and informed decision making.

The TCS advantage

By partnering with TCS, automobile enterprises can leverage:



Proven expertise: TCS has decades of experience in the industry by virtue of having worked with industry leaders across the world.



Contextual knowledge: TCS has vast pool of certified subject matter experts with global experience who add value to our systems and help deliver strategic solutions to fulfill the varied requirements of different organizations.



Future-proof digital platform: Built on a responsive and adaptive design, TCS' solution provides omnichannel experience to the user. Having considered all the aspects of security, integration, scalability, effortless upgrade, compliances, and performance, we have created a truly future-proof solution.



Implementation ownership: TCS has built an established practice for delivering digital transformation programs and assumes full ownership whilst implementing the solution to ensure it delivers the expected results.

Contact

Visit **TCS HOBS** on www.tcs.com/hobs

Email: hobs.marketing@tcs.com

About Tata Consultancy Services Ltd (TCS)

Tata Consultancy Services is a purpose-led transformation partner to many of the world's largest businesses. For more than 50 years, it has been collaborating with clients and communities to build a greater future through innovation and collective knowledge. TCS offers an integrated portfolio of cognitive powered business, technology, and engineering services and solutions. The company's 500,000 consultants in 46 countries help empower individuals, enterprises, and societies to build on belief.

Visit www.tcs.com and follow TCS news [@TCS](https://twitter.com/TCS).

All content/information present here is the exclusive property of Tata Consultancy Services Limited (TCS). The content/information contained here is correct at the time of publishing. No material from here may be copied, modified, reproduced, republished, uploaded, transmitted, posted or distributed in any form without prior written permission from TCS. Unauthorized use of the content/information appearing here may violate copyright, trademark and other applicable laws, and could result in criminal or civil penalties.

Copyright © 2021 Tata Consultancy Services Limited