

TCS HOBS™ Electric Vehicle (EV) Charging



The automobile industry stands at the threshold of a revolution as electric vehicles (EVs) are expected to outsell their fossil fuel counterparts by 2035. Their market share is predicted to reach 26% in Europe and 8% in the United States by 2030. 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 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 worldwide are battling several issues in setting up a robust EV charging ecosystem. lead to unnecessary delays and inefficiency. The lack of an optimal business and financial model is one of the biggest hurdles in the widespread adoption of EVs worldwide. Therefore, manufacturers need a good electric vehicle, and a solution that provides a customer-friendly charging experience.

TCS HOBS™ Electric Vehicle Charging is integrated with four important functions: product lifecycle management with a purpose-centric approach, customer lifecycle management, charging station management, and billing system management. All of these aspects make life easier for eMobility service providers, charge point operators, and end users. The offering 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

Our solution

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

- **End-to-end management:** Provides product management, customer relationship management, and order management on one platform instead of multiple disconnected systems.
- **Seamless ecosystem integration:** Ensures simple adoption and integration of 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, location, and charging station.

It 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 HOBS™ Electric Vehicle Charging provides end-users with a seamless, simple, and standard charging experience when recharging their vehicle away from home or while 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 components.



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



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

TCS Advantage

By partnering with TCS, automobile enterprises can leverage:



Proven expertise: TCS has decades of experience in the industry by 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 an omnichannel experience to the user. Considering all aspects of security, integration, scalability, effortless upgrades, 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 while implementing the solution to ensure it delivers the expected results.

Awards and accolades

- TCS ranked number one for ninth consecutive year in Customer Satisfaction by Whitelane Research Survey
- Ranked number one amongst top 10 companies, India by LinkedIn
- TCS recognized as the #1 Top Employer in the United States, Europe and Asia Pacific; #2 in Latin America
- Ranked amongst top 3 employers across 18 countries
- Recognized as a global top employer for sixth consecutive year by Top Employers Institute
- Named India's overall most outstanding company in Asiamoney's 2019 Poll
- Won 2021 CIO 100 award for workplace resilience solution developed during pandemic
- Won Four Stevie® awards at the 2020 International Business Awards
- Ranked overall best managed technology company in Asia by FinanceAsia Poll
- Won 2021 Data Breakthrough award for AI-Powered Software Suite
- HR Excellence Award 2020
- Recognized as sustainability leader in the Dow Jones Sustainability World Index
- Recognized as a most valuable global brand 2021 by Kantar Brandz
- Recognized as a U.S. Superbrand for strength of business reputation and community impact
- Recognized as a UK Superbrand for exceptional customer reputation and community contribution
- Recognized as one of the top 2 most valuable IT services by Brand Finance

To know more

Visit the <https://www.tcs.com/what-we-do/products-platforms/tcs-hobs>

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About Tata Consultancy Services Ltd (TCS)

Tata Consultancy Services is an IT services, consulting and business solutions organization that has been partnering with many of the world's largest businesses in their transformation journeys for over 55 years. Its consulting-led, cognitive powered, portfolio of business, technology and engineering services and solutions is delivered through its unique Location Independent Agile™ delivery model, recognized as a benchmark of excellence in software development.

A part of the Tata group, India's largest multinational business group, TCS has over 615,000 of the world's best-trained consultants in 55 countries. The company generated consolidated revenues of US \$27.9 billion in the fiscal year ended March 31, 2023, and is listed on the BSE and the NSE in India. TCS' proactive stance on climate change and award-winning work with communities across the world have earned it a place in leading sustainability indices such as the MSCI Global Sustainability Index and the FTSE4Good Emerging Index. For more information, visit www.tcs.com

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