

Mapping the Electric Vehicle buying process

Understanding the process

With the increased interest in electric vehicles (“EVs”) manufactures are looking to add EVs to their range BUT can they be sold in the same way as traditional petrol and diesel products?

Working for a international car manufacturer our client – Monitor Deloitte - was hired to address strategic questions around the EV buying process, how it may differ from the traditional process followed by those buying a petrol or diesel vehicle, and the implications for marketing and sales

Straight from the horses mouth

Buying a car can be an involved and emotive process so speaking to car buyers first hand was crucial to understand the key elements and touch points along the way.

We ran focus groups in the UK and Germany to gain a detailed understanding of the buying process, what was needed and when and how decisions are made on which manufacturers to look at and the differing way in which they interact with potential customers.

Flexible qualitative

The groups were iterative, allowing elements raised in previous discussions to be incorporated, expanded upon and explored in more detail in subsequent groups.

The groups worked through the buying process step by step to help better understand the key touch points, how they selected and processed information, how they developed a short list of options, and who influenced them through the process.

The key was to identify those key moments of truth at which a change in behaviour would be more likely to result in the conversion of an interested test driver into a car buyer.

A refined buying process

The output of the groups helped out client to refine the buying process and present clear recommendations on what materials are needed, when they are needed and the interactions that customers want.

The knowledge and information provided on the buying process has helped to inform a dedicated EV sales approach rather than following the standard approach for non electric vehicles.

Monitor Deloitte.

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