

# Nexxt Location Growth Framework

A managed service dedicated  
to increasing utilisation at the  
location level



Authority marketing for eMobility and B2B tech

# The challenge

Charge Point Operators have developed sophisticated processes for selecting sites, securing grid connections, deploying infrastructure and operating charging networks.

## **But what happens after a location goes live?**

Management wants higher utilisation because utilisation drives revenue, improves asset performance and increases the value of the network.

Yet location growth often falls between departments.

Marketing focuses on the brand.

Operations focuses on uptime.

Commercial teams focus on partnerships.

As a result, many charging networks face similar challenges:

- Underperforming locations
- Newly opened charging hubs that take too long to ramp up
- Strategic partner locations with unused capacity
- Locations facing increasing competitive pressure
- Regional growth opportunities that remain untapped

Charging networks have a process for building locations.  
Very few have a process for growing them.

# Introducing the Nexxt Location Growth Framework

The Nexxt Location Growth Framework is a managed service dedicated to increasing utilisation at the location level.

Instead of focusing on network-wide growth, we focus on the locations that matter most. A location enters a structured growth framework and remains active until the agreed growth objectives have been achieved.

Our team takes ownership of the entire growth process, from diagnosis and prioritisation to activation, optimisation and performance tracking. The result is a dedicated location growth function that most charging networks do not have today.



# How the framework works

## Step 1: Diagnose

Before demand can be increased, we first identify what is limiting growth. Examples include:

- Low awareness among local EV drivers
- Poor discoverability across driver touchpoints
- Strong nearby competition
- Weak destination demand
- Untapped partnership opportunities
- Limited differentiation versus nearby charging options

Every location has a different growth challenge. Understanding that challenge comes first.



# How the framework works

## Step 2: Activate

Once barriers have been identified, we activate the most relevant growth levers. Examples include:



# How the framework works

## Step 3: Optimise

Performance is continuously monitored and growth initiatives are refined based on real-world results. Successful interventions are expanded. Underperforming interventions are adjusted or replaced.



# How the framework works

## Step 4: Grow

The location remains active within the framework until the agreed growth objectives have been achieved. Examples of growth objectives include:



Accelerating utilisation growth at newly opened hubs

Increasing traffic to strategic partner locations

Increasing utilisation at locations with spare capacity



Increasing charging sessions at underperforming locations

Improving competitiveness against nearby charging networks

# Typical use cases

## UNDERPERFORMING LOCATIONS

Locations that consistently perform below expectations.

## NEW CHARGING HUBS

Locations that require faster adoption after launch.

## STRATEGIC PARTNER LOCATIONS

Retail, hospitality and destination partners seeking increased traffic.

## COMPETITIVE LOCATIONS

Sites facing increasing pressure from nearby charging networks.

## CAPACITY OPTIMISATION

Locations with significant potential for additional charging demand.

# Start with a Location Growth Sprint

The easiest way to get started is through a focused pilot.

## 60-DAY LOCATION GROWTH SPRINT

### SCOPE

10 selected charging locations

### OBJECTIVE

Demonstrate the impact of the Next Location Growth Framework within your network

### INCLUDED:

- Location selection and prioritisation
- Growth diagnosis
- Activation of growth initiatives
- Performance tracking
- Executive recommendations

# Beyond the pilot

For charging networks seeking a permanent location growth capability, the framework can be deployed as a managed service. Examples include:

## GROWTH 20

Up to 20 active locations managed simultaneously.

## GROWTH 50

Up to 50 active locations managed simultaneously.

## GROWTH 100

Up to 100 active locations managed simultaneously.

Locations enter and exit the framework based on business priorities, utilisation goals and growth opportunities.

## Closing thought

Most charging networks have a process for building locations. The Nexxt Location Growth Framework provides a process for growing them.

**START THE CONVERSATION**



## Theo Reichgelt

Fractional CMO & founder  
[theo@nexxtindustry.com](mailto:theo@nexxtindustry.com)

