

Nexxt Location Growth Framework

Increase utilisation and revenue at individual charging locations.

A managed service for CPOs focused on location-level growth.



N7.I
nexxt.industry

Location growth for CPOs

The missing layer

You have processes for building and operating your charging network.
You have data showing how individual locations perform.
But when a location underperforms, who owns growing its utilisation?

Operations

Uptime and technical performance

Marketing

Brand and network-level marketing

Commercial

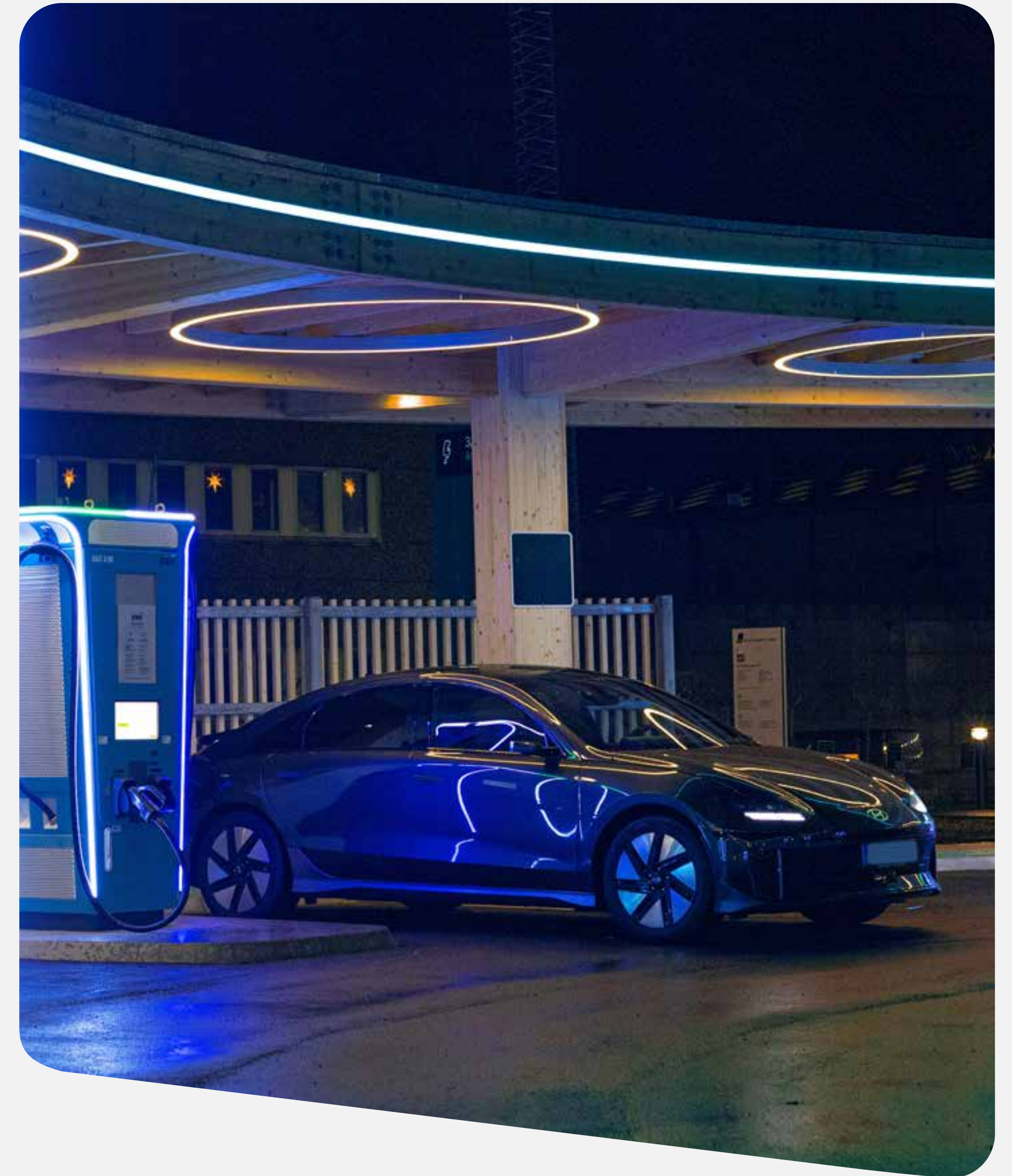
Partnerships and contracts

Finance

Performance and returns

Location growth often sits between these teams.

Nexxt fills that gap. Our managed service gives you a dedicated location growth capability, combining specialist diagnostics, growth playbooks and the tools and partnerships needed to increase utilisation, without having to build the function internally.



A specialist system for location growth

Nexxt brings the methodology, intelligence and activation infrastructure needed to manage location growth systematically across a charging network.

LOCATION DIAGNOSTICS

Identify what is holding a location back and where additional utilisation can realistically come from.

LOCATION FOUNDATION

Ensure the fundamentals for growth are in place across maps, navigation, charging platforms, search, AI and location data.

GROWTH ACTIVATION

Turn identified growth opportunities into action using Nexxt growth playbooks, specialist EV driver channels and an established partner ecosystem. Each location gets the combination of interventions most relevant to its growth opportunity, from fleet and local demand activation to charging platforms, pricing and targeted campaigns.



You don't have to build the system. You plug into ours.

What one additional session per day is worth

We identify which locations have an addressable growth opportunity and calculate the business case using your own data.

10 locations

+1 session/day/location

€54,750 additional annual charging revenue

+2 sessions/day/location

€109,500 additional annual charging revenue

+3 sessions/day/location

€164,250 additional annual charging revenue

Prove it. Then scale it.

PROVE

60-Day Location Growth Sprint

10 locations | 60 days | €10,000 fixed fee

- Select locations with addressable growth opportunities
- Calculate the business case
- Diagnose what is limiting utilisation
- Establish the location foundation
- Activate the relevant growth interventions
- Measure and optimise performance

SCALE

Managed Location Growth Service

Continuously identify, activate and optimise growth opportunities across your charging network. Locations move through the Nexxt system based on performance, opportunity and business priorities.

The Sprint demonstrates what works. The managed service turns location growth into a permanent capability.

Ready to test it on your network?

Start with 10 locations.

The 60-Day Location Growth Sprint gives you a practical way to test the Nexxt Location Growth Framework on your own network and determine whether it makes sense to scale.

Let's identify the first 10 locations.



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