Chamara rightcharge

How Rightcharge validated demand in France in 8 weeks, before committing to a local team

ABOUT	UK EV fleet reimbursement platform backed by Octopus Energy
ORIGIN → TARGET	UK → France
ENGAGEMENT	Embedded team for 8 weeks

THE CHALLENGE

Rightcharge wanted to expand into France and needed to quickly assess whether the market was viable. Hiring a country lead upfront could mean six to twelve months of cost and commitment before knowing whether the opportunity was real.

THE SOLUTION

Chamara embedded a French GTM team of two for eight weeks, combining market mapping, account intelligence, outbound and qualitative research to establish where to play, who to target, how to sell, and which French market requirements were critical.

THE RESULTS

26.7%
connection rate

20%
messages converted into positive interview acceptance

+1 in 3
interviews converted into a commercial opportunity

< 3 mths
from kickoff to pipeline

> "We went from having a hypothesis about France to having a clear target market, a strong idea about product position and real commercial opportunities to pursue."
>
> Charlie Cook, CEO, Rightcharge

Finding out fast, instead of hiring and hoping

Rightcharge had already proven its EV fleet reimbursement model in the UK. The question was whether French buyers would see the same value.

Entering France was therefore more than a question of finding a salesperson. A local hire would have been a meaningful commitment of budget, management time and months of execution before Rightcharge knew which customers to target, how the proposition would need to change, or which market requirements mattered.

Rather than making that commitment upfront, Chamara gave Rightcharge a temporary French GTM team for eight weeks. The team tested the assumptions that would determine whether and how Rightcharge should enter the market, while generating the first commercial opportunities along the way.

> "In just eight weeks, Chamara gave us access to dozens of decision makers we would have struggled to reach on our own. We came away with a granular understanding of the French market, and we were able to base our investment decisions on real evidence, not assumptions."
>
> Charlie Cook, CEO, Rightcharge

From assumptions to evidence & reusable GTM assets

INITIAL RISK	WHAT THE MISSION ESTABLISHED
Assuming the UK customer profile would translate	A French segmentation, tested in the field
Committing to a local commercial hire before validating the market	A precise brief for the future local hire
Investing in product changes before validating demand	A clear line between must have requirements and market noise
Translating the UK message as is	Messaging built around local objections and pain points
Committing significant resources before validation	Evidence to make a go, no go, or focus decision

How the market was tested

1

Map the market

8 distinct player types across the French value chain, from fleet managers to charge point operators..

2

Build the target universe

Target accounts and decision maker database, built and refined using Clay, Apollo and French open data.

3

Start real conversations

Leads engaged across LinkedIn, email and phone, 26.7% connection rate, interviews booked in 7 days on average.

4

Turn conversations into evidence

Bilingual decision maker interviews, analysed for the problems, aspirations and objections driving EV fleet reimbursement purchases in France.

5

Turn evidence into GTM assets

The research was translated into sharper segmentation, positioning and messaging by fleet size and EV maturity, giving Rightcharge a reusable foundation for future campaigns, sales conversations and local market development.

Defining who to target and how to sell to them

Fleet size alone wasn't enough to determine account maturity.
Four factors proved far more discriminating:

EV maturity

Administrative complexity

Perceived risk

Identity of the real decision maker

These reshaped Rightcharge's go to market approach, its account prioritisation, and its basis for deciding which product requirements were worth addressing versus market noise.

What Rightcharge walked away with

- A structured, prioritised French market map
- A reusable database of qualified target accounts and decision makers
- A validated target customer profile and messaging framework
- Direct conversations with French decision makers
- Market insights on needs, motivations, objections and buying criteria
- Messaging shaped around French customer language and pain points
- Positioning and targeting framework designed for the French market
- Qualified commercial opportunities
- A precise brief for the future French hire
- Genuine product requirements, separated from market noise
- Evidence to make the hiring and market entry decision with far less uncertainty

What changed after eight weeks

Rightcharge started with a market hypothesis and a significant decision ahead: whether to commit the people, budget and product resources required to build a presence in France.

Eight weeks later, it had tested its target market and messaging with French decision makers, generated qualified commercial opportunities, and built a set of reusable GTM assets: market insights, segmentation, messaging, target accounts and a clearer view of the product requirements that genuinely mattered.

The work gave Rightcharge more than an answer on whether France was attractive. It gave the team a stronger basis for deciding how to enter the market, where to invest, and what needed to be true before making that investment.

Listen to your customers. Grow your sales.

Entering a new market or sharpening your message? We get you talking to the decision makers who matter, then turn those conversations into strategic insights, messaging and commercial assets.