



Data Fellowship Project 2024

Be.EV – Enhancing the digital discoverability of an EV charging network

Organisation and Team

Be.EV

Application Criteria

Essential:

- Strong attention to detail.
- An interest in the EV sector.
- An ability to work flexibly in a dynamic and fast paced environment.
- Good written and verbal communications skills.
- Familiarity and confidence with Microsoft Excel.

Desirable:

- Experience of working/researching or dealing with EV sector.
- The ability to work, with supervision, within a team.

Project Outline

As the UK undergoes a rapid transition to sustainable transport, drivers are reliant on digital tools to discover electric vehicle charging locations and control their charging sessions. The project is centred around improving how easy it is for EV drivers to find EV chargers on their travels – helping Be.EV focus on drivers' charging experience.

You will perform research and compilation tasks to understand the current digital footprint, in online tools/platforms such as Zapmap, Parkopedia, Google Maps, Be.EV's website and more – analysing the quantity and quality of listings, whilst suggesting and making improvements to location listings to better aid drivers across the UK. You will also monitor live incoming feedback from drivers, transforming customer input into network improvements.

This will allow you to oversee the end-to-end customer journey of discoverability and use and think creatively around how to streamline the discoverability experience.

You will also perform supplemental ongoing analysis and monitoring of the wider EV charging landscape, recording and relaying competitor activity, industry trends and changing customer behaviour to improve Be.EV's discoverability and ultimate value to drives.



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Practical Considerations

Work will be undertaken in the Be.EV head office. Address - 7th Floor, 111 Piccadilly, Manchester M1 2HX - with 4 days in the office. 1 day remote

Selection Method

Interview on Microsoft teams

Support and Training

On the job training, shadowing, provide a template and matrix in order to complete the project and example CPO to serve as a guide, support from each department as and when needed.

Supporting Information