

ChargeBox Return on Investment Study (August 2017) - Ink Research Limited

ChargeBox commissioned an independent study in conjunction with a leading British department store brand, to measure the impact that free charging has on customer behaviour. During this study, Ink interviewed 214 shoppers of which 81 were ChargeBox users and 133 were non-users.

Behavioural



ChargeBox increases dwell time in-store by **104%**



ChargeBox increases basket size by **28%**



ChargeBox increases spend by **133%**

Attitudinal



72% of ChargeBox users indicated they will return to the store to use ChargeBox in the future



92% of ChargeBox users felt positively/very positively towards the brand

Contact a member of the ChargeBox Sales Team for a copy of the full report