

# Talking Trust with... Niall Riddell

## INTERVIEW



### Niall – CEO of EV-charging gurus, Paua – sits down with 360 Media Group MD, Ian Richardson, to discuss the power of Trust

**ian Richardson** Hello Niall. Can you start by telling me what Paua does?

**Niall Riddell** We're currently living through the transition from petrol to electric vehicles. And the big thing that's changed is the petrol station is going to disappear. The petrol station is now going to be at your house, it's going to be at your workplace, and it's going to be out on the highway.

So, what Paua does is bring back those fragmented experiences into a single experience for fleet drivers and fleet managers. This gives them a holistic view of their public, home and workplace charging. We're on a journey to bring back the aggregated experience that petrol and diesel fuel cards used to deliver, but in an enriched, data-sensitive format.

**IR** So what triggered the idea?

**NR** I used to run the Electric Vehicle Team at EDF.

Back in 2018/19, one of the things we wanted to do was launch a B2C proposition for our residential customers. That proposition was going to be a car, a home charger and a smart energy tariff, and we wanted to add the ability for the driver to go out on the highway, find a charger, plug in and put all the costs back on their home energy bill.

That solution didn't exist because it needed two things: a big, aggregated network and a technology partner that enabled it to happen.

I started investigating this space and I soon realised that the people who are really going to suffer with the fragmented landscape, are going to be businesses. So, we sat down and explored the space and realised that effectively what we were doing was looking to rebuild the refuelling experience for the 21st century.

**IR** That's no small undertaking! Taking partners with you on that journey requires high levels of trust. How did you generate that?

**NR** We found a very particular way of looking at this, which is within our mobile app system – we built a live chat feature. Our live chat means that if a customer or driver is standing at a charge point, and something's not working, they can reach out immediately and tell you it's not working. It's like the world's best feedback loop, because straightaway, if something's not performing as a customer expects, they'll let you know.

Ultimately, what fleet managers want to do is keep their vehicles on the road during the transition to Net Zero... and keep their jobs. At the end of the day, this is a high-pressure role, making a significant transition, and for businesses that operate fleets, it's a crucial part of how they operate.

So, our job as a trusted brand is to ensure that the fleet manager can keep their vehicles on the road and deliver the needs of that business.

And realistically, when that doesn't happen, when something does go wrong, that's the bit where we've got to be right there alongside them, supporting and trying to make sure that the vehicle will get back on the road, get fully charged, and do the job that it was originally setting out to do.

If you haven't got the live chat, the driver's thinking 'What do I do?', and all those negative emotions can escalate very quickly. Then, of course, they ultimately get directed at the fleet manager – who's also our customer. This scenario is something we can help to fix and offer support, minimising the hassle. That's our job. That's what we're here for.

**“Ultimately, what fleet managers want to do is keep their vehicles on the road during the transition to Net Zero”**



**MOBILIZE**  
power solutions

# Mobilize Power Solutions



Mobilize Power Solutions is a leading European specialist in electric-vehicle charging infrastructures, network management and sustainability solutions.

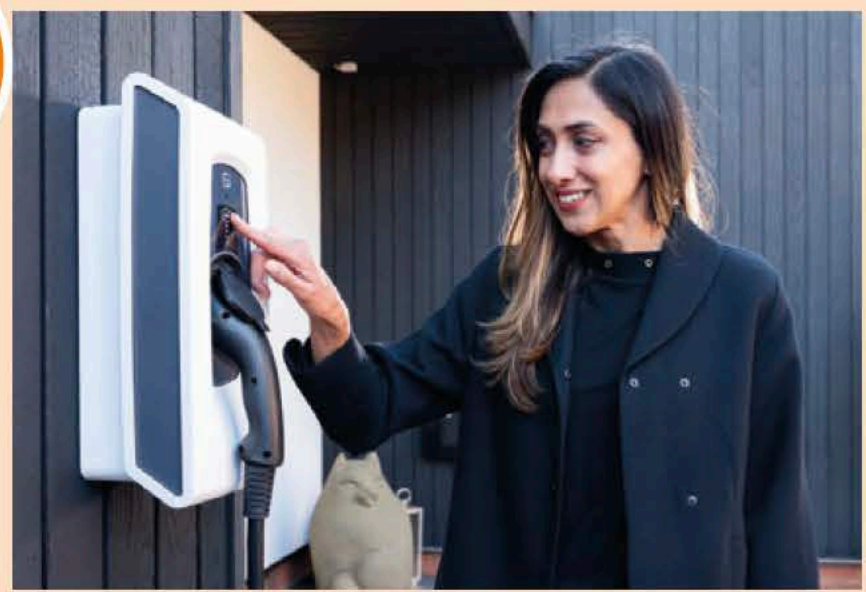
Founded in 2021, our aim is to enable businesses to adopt and grow their electric and plug-in hybrid fleets, and provide electric-vehicle charging services to its employees, customers and visitors.

Mobilize Power Solutions is a wholly-owned subsidiary of Renault Group and draws from the group's global experience and resources within the e-mobility sector. However, its systems are compatible with all OEM brands and vehicles, and it continually future-proofs its systems to work with developing vehicle and charging technology.

Mobilize Power Solutions implements business-critical charging solutions for all pure electric and plug-in vehicle sectors, including cars, LCV, HGV, bus and ship-to-shore.

## FACT FILE

- Global experience
- Network management
- EV-charging infrastructures
- Sustainable energy solutions
- Solutions for BEVs and PHEVs
- Agnostic approach to OEMs
- High-level customer service
- Future-proofed systems
- Ongoing support



## What Mobilize Power Solutions offers businesses:

- Full turnkey electric-vehicle charging solutions and support
- Full site power assessment and energy mapping for future development
- A comprehensive back-office management system to monitor the charging network
- Consultation, design and implementation of advanced microgrid power-generation technology systems, including solar PV and battery storage solutions
- Fleet charging at home with business-mile expense reimbursement solutions
- Public network charge cards
- Impartial, agnostic approach, with access to market-leading hardware and service partners
- Support with CSR strategies, speeding clean-energy transitions
- A simple, cost-effective journey to facilitate change management
- One point of contact from site review, design and implementation, through to maintenance and on-going support and upgrades
- Fully-funded solutions through our partner, Mobilize Financial Services and Power Purchasing Agreements, to help make projects affordable and cost effective
- Support with Workplace Grant applications

