

# ChargePoint: Powering the Future of Electric Mobility with Salesforce

A case study in unified CRM, marketing automation, and partner collaboration — built on the Salesforce platform.

CHARGING: POWERED BY INSIC



OPTIMIZED CHARGING SOLUTION

chargepoint

Made with GAMMA

# The Challenge: Rapid Growth in a Disruptive Market



## The EV Revolution

ChargePoint is at the forefront of an exploding EV market — demanding rapid scalability and a competitive edge.

## Fragmented Operations

Legacy systems, file shares, and shadow IT siloed data across offices, partners, and regulators — slowing every critical process.

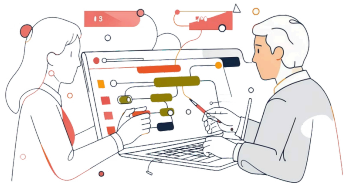
## Sales Bottlenecks

Inefficient deal workflows and lack of unified customer visibility drained sales productivity and delayed closings.

## Generic Engagement

Inability to personalize communications meant missed loyalty and revenue opportunities across the EV charging ecosystem.

# The Solution: A Unified Salesforce Ecosystem



## Sales Cloud

Centralized CRM with a single source of truth — streamlining lead-to-deal workflows, improving pipeline visibility, and enabling reps to close faster.



## Marketing Cloud

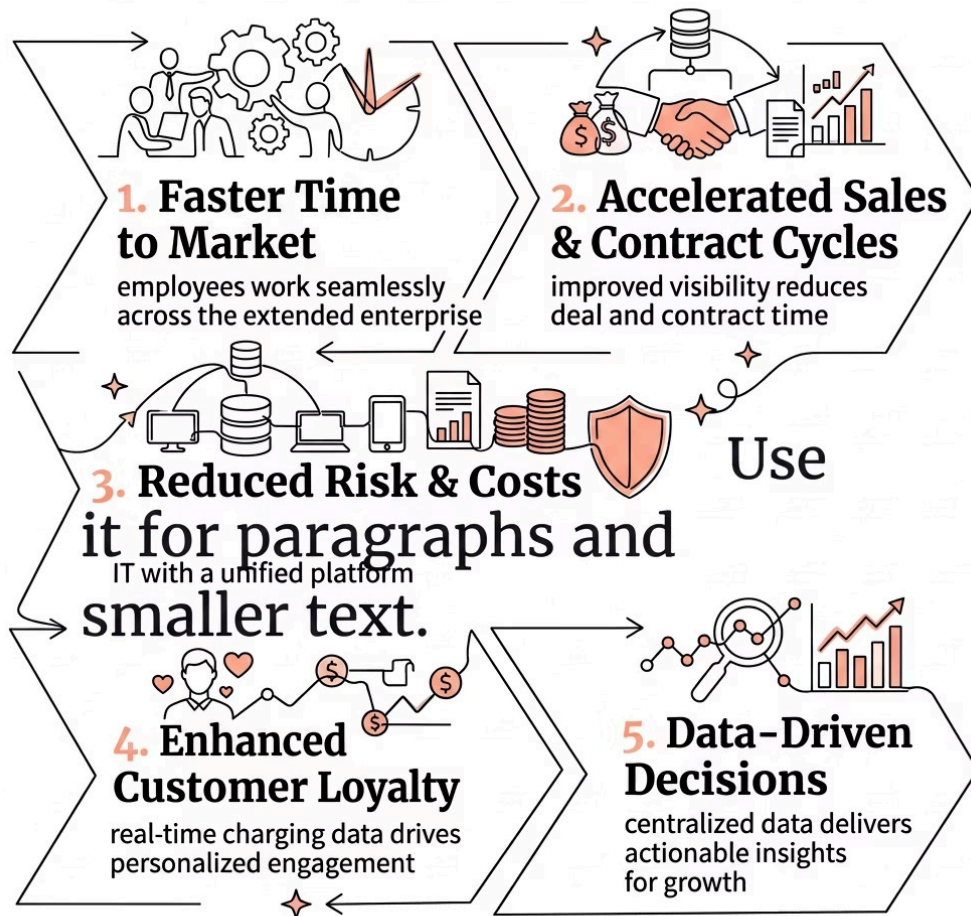
Automated, data-driven journeys personalized by charging behavior — scaling engagement without growing headcount, boosting click-through rates and loyalty.



## Salesforce Communities

A connected portal for partners, manufacturers, vendors, and regulators — improving collaboration, information sharing, and time-to-market across the extended enterprise.

# Tangible Outcomes: Efficiency, Growth & Loyalty



## A Platform Built for Impact

By consolidating onto a unified Salesforce platform, ChargePoint eliminated the fragmentation that slowed growth — unlocking measurable gains across every dimension of the business.

✔ Centralized data replaced siloed legacy systems, reducing operational risk while empowering teams with real-time insights.

ℹ Personalized, trigger-based marketing turned every charging session into a loyalty-building touchpoint.

# The Future is Electric — and Connected.

ChargePoint's Salesforce implementation didn't just solve today's challenges — it built a scalable foundation for long-term leadership in the electric mobility sector.

## Scalable Foundation

A unified platform ready to grow with the EV market's rapid expansion.

## Exceptional Experiences

Delivering value to customers, partners, and employees at every touchpoint.

## Market Leadership

Positioned to innovate and lead in one of the world's most dynamic industries.

