

Expert Support for the EV Ecosystem

Proven solutions built to meet the speed and scale of the EV market

Trust and impeccable customer service are paramount in the electric vehicle (EV) industry. Customers are increasingly concerned about reliable charging, understanding vehicle technology, and getting quick and effective support when issues arise.

In a competitive market, EV brands are judged on two main factors: their charging networks and their customer experience (CX). Percepta by TTEC is a joint venture that combines TTEC's scale and innovation with Percepta's deep CX expertise for automotive and mobility.

Our global contact centers deliver frictionless CX across every touchpoint, from pre-sales decision making to resolving concerns.

EV customer experience, built to scale

With deep CX expertise and dedicated EV specialists who monitor the latest industry trends and technology, we are ready to meet your customer support needs.

Revenue generation

AI-powered tools and proven best strategies to grow sales and uncover hidden revenue opportunities

Tech support

Expert technical support infused with CX to resolve issues fast and grow loyalty

Concierge services

Expert associates who become true brand ambassadors, empowered to resolve inquiries quickly

Fleet and telematics

Always-on customer care and tech support for fleet operations and on-board diagnostics

Supercharge results + drive ROI

80%

first contact resolution

88%

Savings (from vendor-to-in-house RMA optimization)

3:10

reduction in AHT through smarter service validation

Ground-up solution in

3 MONTHS

Source: Percepta by TTEC clients

Expert support across the entire EV journey

With more than 25 years of experience, Percepta by TTEC provides seamless support, for individual customers and fleets, every step of the way.

At a leading global automotive brand, we built an EV CX program from the ground up and today collaborate with more than 65 internal leaders across 11 departments – spanning engineering, marketing, operations, and customer care – to continually improve EV experience delivery.



For customers, we deliver support that builds trust:

- Product education and digital tool guidance
- Charger troubleshooting, account setup, and subscription support
- Home and public charging setup, plus installation support
- App connectivity, over-the-air update troubleshooting, and vehicle health alerts
- Energy program enrollment, billing support, and real-time issue resolution



For fleets, we help commercial customers electrify with confidence

- Fleet onboarding and driver education
- Charging access, questionnaire-based intake, and data services
- Charging infrastructure coordination and telematics support
- Business account handling and critical issue triage
- Telematics platform support and third-party data sharing



For engineering and operations, we enable continuous product improvement

- Insight-driven quality control
- Root cause investigations using ServiceNow, diagnostic portals, and cloud tools
- Real-time collaboration with product and design teams
- Knowledge updates and content corrections to prevent recurrence

Built to drive revenue, not just resolutions

Our proven solutions are designed to meet the needs of today's EV brands: driving adoption, building loyalty, and growing revenue.

- ✔ Direct-to-consumer sales through inbound and outbound campaigns
- ✔ eCommerce enablement and parts platform support
- ✔ Self-generated lead capture and conversion
- ✔ Consumer subscription activation and retention
- ✔ Telematics and connected services upselling

Ready to supercharge your CX?

Super-charge satisfaction, loyalty, and revenue with Percepta by TTEC.

Let's talk

About Percepta

From its inception, Percepta LLC has specialized in creating customer loyalty to its clients across the globe. Delivered in multiple channels, speaking multiple languages, we bring first-class service across each market we support.